

U.S. Department of Justice

Washington, DC 20530

Supplemental Statement**Pursuant to the Foreign Agents Registration Act of 1938, as amended**For Six Month Period Ending 9/30/2012

(Insert date)

I - REGISTRANT

1. (a) Name of Registrant

(b) Registration No.

Development Counsellors International

4777

(c) Business Address(es) of Registrant

215 Park Ave. South

10th Floor

New York, NY 10003

2. Has there been a change in the information previously furnished in connection with the following?

(a) If an individual:

(1) Residence address(es) Yes ☐ No ☐(2) Citizenship Yes ☐ No ☐(3) Occupation Yes ☐ No ☐

(b) If an organization:

(1) Name Yes ☐ No ☒(2) Ownership or control Yes ☐ No ☒(3) Branch offices Yes ☐ No ☒

(c) Explain fully all changes, if any, indicated in Items (a) and (b) above.

IF THE REGISTRANT IS AN INDIVIDUAL, OMIT RESPONSE TO ITEMS 3, 4, AND 5(a).3. If you have previously filed Exhibit C¹, state whether any changes therein have occurred during this 6 month reporting period.Yes ☐ No ☒If yes, have you filed an amendment to the Exhibit C? Yes ☐ No ☐

If no, please attach the required amendment.

¹ The Exhibit C, for which no printed form is provided, consists of a true copy of the charter, articles of incorporation, association, and by laws of a registrant that is an organization. (A waiver of the requirement to file an Exhibit C may be obtained for good cause upon written application to the Assistant Attorney General, National Security Division, U.S. Department of Justice, Washington, DC 20530.)

4. (a) Have any persons ceased acting as partners, officers, directors or similar officials of the registrant during this 6 month reporting period?

Yes ☐ No ☒

If yes, furnish the following information:

Name	Position	Date Connection Ended
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(b) Have any persons become partners, officers, directors or similar officials during this 6 month reporting period?

Yes ☐ No ☒

If yes, furnish the following information:

Name	Residence Address	Citizenship	Position	Date Assumed
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5. (a) Has any person named in Item 4(b) rendered services directly in furtherance of the interests of any foreign principal?

Yes ☐ No ☒

If yes, identify each such person and describe the service rendered.

(b) During this six month reporting period, has the registrant hired as employees or in any other capacity, any persons who rendered or will render services to the registrant directly in furtherance of the interests of any foreign principal(s) in other than a clerical or secretarial, or in a related or similar capacity? Yes ☐ No ☒

Name	Residence Address	Citizenship	Position	Date Assumed
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(c) Have any employees or individuals, who have filed a short form registration statement, terminated their employment or connection with the registrant during this 6 month reporting period? Yes ☐ No ☒

If yes, furnish the following information:

Name	Position or Connection	Date Terminated
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(d) Have any employees or individuals, who have filed a short form registration statement, terminated their connection with any foreign principal during this 6 month reporting period? Yes ☐ No ☒

If yes, furnish the following information:

Name	Position or Connection	Foreign Principal	Date Terminated
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6. Have short form registration statements been filed by all of the persons named in Items 5(a) and 5(b) of the supplemental statement?

Yes ☐ No ☐

If no, list names of persons who have not filed the required statement.

II - FOREIGN PRINCIPAL

7. Has your connection with any foreign principal ended during this 6 month reporting period? Yes ☐ No ☒
If yes, furnish the following information:

Foreign Principal

Date of Termination

8. Have you acquired any new foreign principal(s)² during this 6 month reporting period? Yes ☐ No ☒
If yes, furnish the following information:

Name and Address of Foreign Principal(s)

Date Acquired

9. In addition to those named in Items 7 and 8, if any, list foreign principal(s)² whom you continued to represent during the 6 month reporting period.

Tourism Tasmania

Tourism Toronto

APEV Romania

Scottish Development International

10. (a) Have you filed exhibits for the newly acquired foreign principal(s), if any, listed in Item 8?

Exhibit A³ Yes ☐ No ☐Exhibit B⁴ Yes ☐ No ☐

If no, please attach the required exhibit.

- (b) Have there been any changes in the Exhibits A and B previously filed for any foreign principal whom you represented during this six month period? Yes ☐ No ☒

If yes, have you filed an amendment to these exhibits? Yes ☐ No ☐

If no, please attach the required amendment.

² The term "foreign principal" includes, in addition to those defined in section 1(b) of the Act, an individual organization any of whose activities are directly or indirectly supervised, directed, controlled, financed, or subsidized in whole or in major part by a foreign government, foreign political party, foreign organization or foreign individual. (See Rule 100(a) (9)). A registrant who represents more than one foreign principal is required to list in the statements he files under the Act only those principals for whom he is not entitled to claim exemption under Section 3 of the Act. (See Rule 208.)

³ The Exhibit A, which is filed on Form NSD-3 (Formerly CRM-157) sets forth the information required to be disclosed concerning each foreign principal.

⁴ The Exhibit B, which is filed on Form NSD-4 (Formerly CRM-155) sets forth the information concerning the agreement or understanding between the registrant and the foreign principal.

III - ACTIVITIES

11. During this 6 month reporting period, have you engaged in any activities for or rendered any services to any foreign principal named in Items 7, 8, or 9 of this statement? Yes ☒ No ☐

If yes, identify each foreign principal and describe in full detail your activities and services:

Tourism Tasmania - Public Relations program covering Trade & Media.

Tourism Toronto - Public relations Program covering Trade & Media.

APEV Romania - Public relations Program to promote Romanian wines in the US.

Scottish Development International - Public Relations Program to generate business opportunities.

-
12. During this 6 month reporting period, have you on behalf of any foreign principal engaged in political activity⁵ as defined below? Yes ☐ No ☒

If yes, identify each such foreign principal and describe in full detail all such political activity, indicating, among other things, the relations, interests and policies sought to be influenced and the means employed to achieve this purpose. If the registrant arranged, sponsored or delivered speeches, lectures or radio and TV broadcasts, give details as to dates, places of delivery, names of speakers and subject matter.

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13. In addition to the above described activities, if any, have you engaged in activity on your own behalf which benefits your foreign principal(s)? Yes ☐ No ☒

If yes, describe fully.

⁵ The term "political activity" means any activity that the person engaging in believes will, or that the person intends to, in any way influence any agency or official of the Government of the United States or any section of the public within the United States with reference to formulating, adopting or changing the domestic or foreign policies of the United States or with reference to political or public interests, policies, or relations of a government of a foreign country or a foreign political party.

IV - FINANCIAL INFORMATION

14. (a) RECEIPTS-MONIES

During this 6 month reporting period, have you received from any foreign principal named in Items 7, 8, or 9 of this statement, or from any other source, for or in the interests of any such foreign principal, any contributions, income or money either as compensation or otherwise? Yes ☐ No ☐

If no, explain why.

If yes, set forth below in the required detail and separately for each foreign principal an account of such monies.⁶

Date	From Whom	Purpose	Amount
4/1/12-9/30/12	Tourism Tasmania	Professional Fees	113,570.00
4/1/12-9/30/12	Tourism Toronto	Professional Fees	48,555.00
4/1/12-9/30/12	APEV Romania	Professional Fees	
4/1/12-9/30/12	Scottish Development International	Professional Fees	125,545.00

Total

(b) RECEIPTS - FUNDRAISING CAMPAIGN

During this 6 month reporting period, have you received, as part of a fundraising campaign⁷, any money on behalf of any foreign principal named in Items 7, 8, or 9 of this statement? Yes ☐ No ☒

If yes, have you filed an Exhibit D to your registration? Yes ☐ No ☒

If yes, indicate the date the Exhibit D was filed. Date _____

(c) RECEIPTS-THINGS OF VALUE

During this 6 month reporting period, have you received any thing of value⁹ other than money from any foreign principal named in Items 7, 8, or 9 of this statement, or from any other source, for or in the interests of any such foreign principal?

Yes ☐ No ☒

If yes, furnish the following information:

Foreign Principal	Date Received	Thing of Value	Purpose
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6, 7 A registrant is required to file an Exhibit D if he collects or receives contributions, loans, moneys, or other things of value for a foreign principal, as part of a fundraising campaign. (See Rule 201(e)).

8 An Exhibit D, for which no printed form is provided, sets forth an account of money collected or received as a result of a fundraising campaign and transmitted for a foreign principal.

9 Things of value include but are not limited to gifts, interest free loans, expense free travel, favored stock purchases, exclusive rights, favored treatment over competitors, "kickbacks," and the like.

15. (a) DISBURSEMENTS-MONIES

During this 6 month reporting period, have you

(1) disbursed or expended monies in connection with activity on behalf of any foreign principal named in Items 7, 8, or 9 of this statement? Yes ☒ No ☐

(2) transmitted monies to any such foreign principal? Yes ☐ No ☒

If no, explain in full detail why there were no disbursements made on behalf of any foreign principal.

If yes, set forth below in the required detail and separately for each foreign principal an account of such monies, including monies transmitted, if any, to each foreign principal.

Date	To Whom	Purpose	Amount
		Reimbursable expenses including travel, services, event catering etc. as a representative of the clients listed in #9.	

Total

(b) DISBURSEMENTS-THINGS OF VALUE

During this 6 month reporting period, have you disposed of anything of value¹⁰ other than money in furtherance of or in connection with activities on behalf of any foreign principal named in Items 7, 8, or 9 of this statement?

Yes ☐ No ☒

If yes, furnish the following information:

Date	Recipient	Foreign Principal	Thing of Value	Purpose
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(c) DISBURSEMENTS-POLITICAL CONTRIBUTIONS

During this 6 month reporting period, have you from your own funds and on your own behalf either directly or through any other person, made any contributions of money or other things of value¹¹ in connection with an election to any political office, or in connection with any primary election, convention, or caucus held to select candidates for political office?

Yes ☐ No ☒

If yes, furnish the following information:

Date	Amount or Thing of Value	Political Organization or Candidate	Location of Event
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^{10, 11} Things of value include but are not limited to gifts, interest free loans, expense free travel, favored stock purchases, exclusive rights, favored treatment over competitors, "kickbacks" and the like.

V - INFORMATIONAL MATERIALS

16. (a) During this 6 month reporting period, did you prepare, disseminate or cause to be disseminated any informational materials?¹²
 Yes ☒ No ☐

If Yes, go to Item 17.

- (b) If you answered No to Item 16(a), do you disseminate any material in connection with your registration?
 Yes ☐ No ☐

If Yes, please forward the materials disseminated during the six month period to the Registration Unit for review.

17. Identify each such foreign principal.

Tourism Tasmania
 Tourism Toronto
 APEV Romania
 Scottish Development International

18. During this 6 month reporting period, has any foreign principal established a budget or allocated a specified sum of money to finance your activities in preparing or disseminating informational materials? Yes ☒ No ☐

If yes, identify each such foreign principal, specify amount, and indicate for what period of time.

Tourism Tasmania
 Tourism Toronto
 APEV Romania
 Scottish Development International
 Preparing & disseminating materials is included in the professional fees established in 14A.

19. During this 6 month reporting period, did your activities in preparing, disseminating or causing the dissemination of informational materials include the use of any of the following:

- ☒ Radio or TV broadcasts ☒ Magazine or newspaper ☐ Motion picture films ☐ Letters or telegrams
☒ Advertising campaigns ☒ Press releases ☐ Pamphlets or other publications ☐ Lectures or speeches
☐ Other (specify) _____

Electronic Communications

- ☒ Email
☐ Website URL(s): _____
☒ Social media websites URL(s): Facebook, Twitter
☐ Other (specify) _____

20. During this 6 month reporting period, did you disseminate or cause to be disseminated informational materials among any of the following groups:

- ☐ Public officials ☒ Newspapers ☐ Libraries
☐ Legislators ☒ Editors ☐ Educational institutions
☐ Government agencies ☐ Civic groups or associations ☐ Nationality groups
☐ Other (specify) _____

21. What language was used in the informational materials:

- ☒ English ☐ Other (specify) _____

22. Did you file with the Registration Unit, U.S. Department of Justice a copy of each item of such informational materials disseminated or caused to be disseminated during this 6 month reporting period? Yes ☒ No ☐

23. Did you label each item of such informational materials with the statement required by Section 4(b) of the Act?
 Yes ☒ No ☐

¹² The term informational materials includes any oral, visual, graphic, written, or pictorial information or matter of any kind, including that published by means of advertising, books, periodicals, newspapers, lectures, broadcasts, motion pictures, or any means or instrumentality of interstate or foreign commerce or otherwise. Informational materials disseminated by an agent of a foreign principal as part of an activity in itself exempt from registration, or an activity which by itself would not require registration, need not be filed pursuant to Section 4(b) of the Act.

VI - EXECUTION

In accordance with 28 U.S.C. § 1746, the undersigned swear(s) or affirm(s) under penalty of perjury that he/she has (they have) read the information set forth in this registration statement and the attached exhibits and that he/she is (they are) familiar with the contents thereof and that such contents are in their entirety true and accurate to the best of his/her (their) knowledge and belief, except that the undersigned make(s) no representation as to truth or accuracy of the information contained in the attached Short Form Registration Statement(s), if any, insofar as such information is not within his/her (their) personal knowledge.

(Date of signature)

(Print or type name under each signature or provide electronic signature¹³)November 06, 2012/s/ Carrie NepoeSigned

¹³ This statement shall be signed by the individual agent, if the registrant is an individual, or by a majority of those partners, officers, directors or persons performing similar functions, if the registrant is an organization, except that the organization can, by power of attorney, authorize one or more individuals to execute this statement on its behalf.

SELECT WINES OF ROMANIA NEWS

EASTER WINES



Although Romania is world-renowned for its tradition of making exquisite hand-decorated Easter eggs with geometrical and floral motifs with various paints and wax, the country has an equally long history of wine-making dating to 2,000 B.C. Here are three great reds to savor with your Easter lamb:

- La Putere Feteasca Neagra (Cramele Recas)
- Senator Private Collection Red
- Maiastru Feteasca Neagra (Crama Oprisor)

INCENSED MAIDEN



One of Romania's unique indigenous grapes, Tamaioasa Romaneasca translates in English to "Romanian Incensed Maiden." This variety produces high-quality aromatized wines. The color of the wine is golden-yellow, with a floral and honey aroma, a rich taste and 12-12.5% alcohol by content. With age, the wine gets better and better.

FEATURED RECIPE

INTERNATIONAL VINES NAMED NEW IMPORTER CONSULTANT



W. Gillett Johnson (center) at Crama Oprisor vineyards with export manager Dragos Dumitru (left) and general manager Gabriel Roceanu.

As the five wineries comprising Select Wines of Romania continue to seek regional and national importers, the group recently engaged San Francisco-based International Vines to represent them in the U.S. W. Gillett Johnson, the company's founder who has worked with more than 30 wineries and 60 brands during his two decades of work in the wine industry, traveled to Romania this month to jump-start the program.

"It was incredibly eye-opening to visit these Romanian wineries," Johnson noted. "The wines have the quality, integrity and price-point to compete very well in the American market. The members of Select Wines of Romania have a great foundation to be quickly and professionally prepared for export to the U.S., and to be great partners with their importers."

To learn more, call International Vines at 925-283-9460.

NEW AD CAMPAIGN LAUNCHES IN APRIL

Select Wines of Romania is launching a new ad campaign this month across a spectrum of trade and consumer wine media. The ad urges importers to discover Feteasca Neagra and other wines from Romania.

SELECT WINES OF DISCOVER ROMANIA



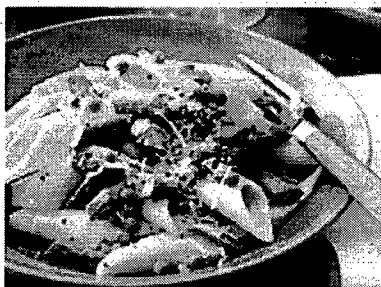
FABULOUS FETEASCA NEAGRA WINES ARE JUST THE BEGINNING OF WHAT WE OFFER IMPORTERS ACROSS AMERICA.

MURFATLAR WINES FEATURED IN CHICAGO TASTINGS

Select Wines of Romania has launched a point-of-sale promotion in the Chicago area organized by Bozic's Imports. Retailers ranging from Binny's to Village Market are offering samples of a full range of Murfatlar wines, along with information on the Romania wine regions and European Union quality



http://selectwinesofromania.com/newsletters/2012_newsletter2.html



With Spring officially here, what better way to celebrate the warmer weather than with a dish of penne pasta made with tender, young asparagus and fresh peas? It's a perfect light meal paired with one of these two white wines:

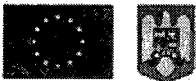
- Sec de Murfatlar Sauvignon Blanc
- La Cetate Chardonnay (Crama Oprisor)

[Click here for the recipe.](#)

CONNECT WITH US

For more information, visit
www.SelectWinesofRomania.com
or e-mail news@SelectWinesofRomania.com

April 2012



Campaign financed with aid from the European Union and Romania

standards, until the end of April.

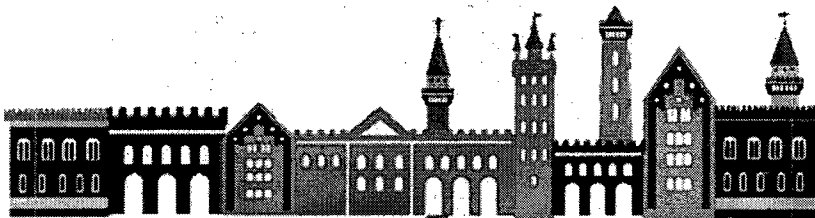


KUDOS & AWARDS

TAMAIOASA ROMANEASCA: A STAR IN FRANCE

Domeniul Coroanei Segarcea brought home two important medals from the 2012 Vinales Internationales competition in France:

- Gold Medal for Tamaioasa Romaneasca 2011, which competed and won as a dry wine in spite of the fact that most producers make semi-sweet or sweet wines with these grapes.
- Silver Medal for a blend of Marselan and Cabernet Sauvignon, which is soon to be released on the market as part of a super-premium collection.



Jordan Robinson Agnor

From: Jordan Robinson Agnor <jordan.robinson=aboutdci.com@createsend2.com> on behalf of Jordan Robinson Agnor <jordan.robinson@aboutdci.com>
Sent: Thursday, April 26, 2012 12:39 PM
To: Jordan Robinson Agnor
Subject: Importers Wanted for Romanian Trip

SELECT WINES OF ROMANIA NEWS

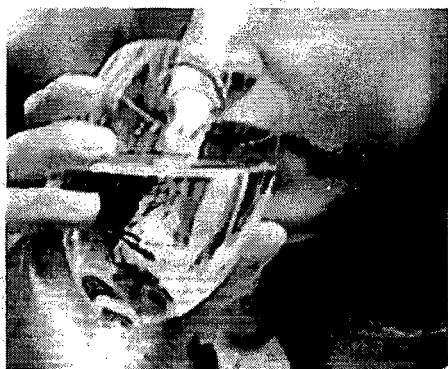
ROMANIA: TOP 10 WINE PRODUCER



Did you know that Romania is one of the top 10 wine producers in the world? According to statistics compiled by APEV Romania, The Wine Exporters and Producers Association, the country also stacks up well in the European Union:

- #6 in area under vine
- #7 in grape production
- #7 in wine production

SENATOR WINES FEATURED IN TASTINGS ON BOTH COASTS



ROMANIAN WINE SEMINAR AND TASTING SET FOR JUNE 28

Select Wines of Romania is planning a wine seminar and tasting on Thursday, June 28 from 1:00-5:00 pm at Astor Center in New York.

Come hear wine educator and Master of Wine Christy Canterbury give you the low-down on Romanian wines and then taste through top bottles from five vineyards: Carl Reh-Crama Oprisor, Cramele Recas, Domeniul Coroanei Segarcea, Murfatlar and Senator Wines.

Save the date now and save your spot by e-mailing jordan.robinson@aboutdci.com.



SAVE THE DATE SELECT WINES OF ROMANIA

Wine Tasting and Seminar

Thursday, June 28, 2012

1:00 - 5:00 pm

Astor Center
370 Lexington Avenue, 4th Floor
New York, New York

Taste 10 wines from 5 vineyards and hear from the Master of Wine Christy Canterbury. Learn how Romania is a wine region - located in the heart of Europe at the intersection of the Danube and Black Sea - is producing the world's best wine.

Three courses and expert mixology from top NYC restaurants will be on

Carl Reh - Crama Oprisor
Cramele Recas
Domeniul Coroanei Segarcea
Murfatlar
Senator

For tickets, contact:
Jordan Robinson Agnor
jordan.robinson@aboutdci.com
212.462.5212

Learn more about the seminar and the wines.

WANTED: IMPORTERS INTERESTED IN VISITING ROMANIA

Select Wines of Romania has the funding to support visits to Romania for a handful of multi-state importers with a serious interest in importing wines from one or more of the five vineyards in the winery group. The visits may be arranged on an individual basis or plans are in the works for a small group visit in late summer or early autumn.

If you are interested in exploring the options, please contact Gillett Johnson at International Vines, who is acting as an importer consultant for Select Wines of Romania: call 925-283-9460 or e-mail gillett@internationalvines.net.



KUDOS & AWARDS

Select Wines of Romania has launched a point-of-sale promotion organized by Danex International in California and New York featuring Senator Wines. During April, consumers are sipping a range of reds and whites – including Monser Feteasca Neagra, Varius Cabernet Sauvignon and Senator Private Collection – as well as learning about Romanian wine regions and wine-making history.

FETEASCA ALBA



Translated as "White Maiden" in English, Feteasca Alba is an old Romanian variety grown especially in Moldova and Transylvania. Wines are either dry or semidry, with a balanced alcohol content (11.5-12%), acidity and sugar. With more than 56,000 acres cultivated in these vines, it is the most popular Romanian grape variety.

CONNECT WITH US

For more information, visit www.SelectWinesofRomania.com or e-mail news@SelectWinesofRomania.com

April 26, 2012



Campaign financed with aid from the European Union and Romania

Domeniul Coroanei Segarcea continued to rack up medals, bringing home three medals from the Challenge International du Vin 2012 held in France where 4,700 wines from 30 countries were tasted. The winery's winners included:

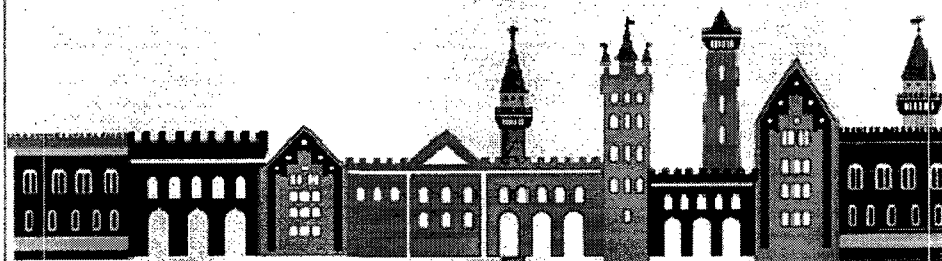
- Gold Medal for Domeniul Coroanei Segarcea Tamaioasa Roza 2011
- Silver Medal for Domeniul Coroanei Segarcea Sauvignon Blanc 2011
- Bronze Medal for Principesa Margareta 2010, a new white wine dedicated to the Crown Princess of Romania.



Meanwhile, **Murfatlar** won five medals at Vinales Internationales 2012, primary for its 2011 vintage wines: Sable Noble Pinot Gris Sauvignon Blanc (gold); Sable Noble Cabernet Sauvignon Rose (silver); Sec de Murfatlar Sauvignon Blanc (silver); Lacrima lui Ovidiu Rose (silver); and Late Harvest Chardonnay 2006 (silver).

NEWS FROM AROUND THE GLOBE

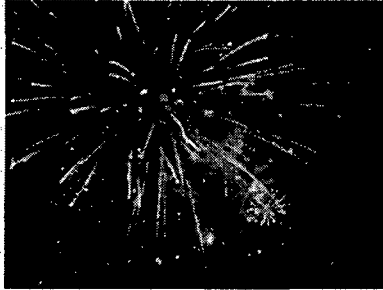
Le Point, the French weekly news magazine, carried an article on Romanian wines with a focus on Domeniul Coroanei Segarcea. The headline plays on Romanee-Conti, a French wine widely considered among the world's best. [Click here](#) to read the story in French (and if you don't reach French, Google Translate does a good job of giving you the gist of the story!)



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SELECT WINES OF ROMANIA NEWS

4 GREAT WINES FOR 4TH OF JULY



Accompany your fireworks gazing and backyard grilling with a wine that's light yet full of fragrance and flavor to match the celebratory occasion – try Romanian varietals Feteasca Alba, the dry to semi-dry "White Maiden" of Romanian wine or the indigenous Sarba, which produces fruity undertones of peach and apricot, floral aromas and hints of basil. These Romanian wines will out-spark any canned-hop at your July Fourth festivities:

- Monser Sarba 2011 (Senator Wines)
- Paparuda Reserva Feteasca Regala (Cramele Recas)
- Blue Train Tamaioasa Romaneasca (Domeniul Coroanei Segarcea)
- Maistru Feteasca Neagra (Crama Oprisor)

ROMANIAN GRAPES IN THE BIG APPLE: TASTING & SEMINAR IN NEW YORK

Wine importers, consultants and media got the chance to sip Romania's new vintages last week at New York City's historic Astor Center. The two-part event kicked off with a seminar by Master of Wine, Christy Canterbury, who walked guests through the unique flavors of eight indigenous Romanian varietals, including Feteasca Regala and Feteasca Neagra. Afterwards an open tasting included representatives from Romania's leading vineyards – Crama Oprisor-Carl Reh, Cramele Recas, Domeniul Coroanei Segarcea, Murfatlar and Senator Wines – showcasing their latest bottles to the exclusive crowd.



Ciprian Neacsu of Senator Wines discusses Romanian wines with the head buyer at Astor Wines & Spirits.

WINE TO GRILL FOR



Vacation from the kitchen and grill your summer feast: try this recipe for a simple, yet succulent Chicken and Shrimp Kebabs with Lemon and Garlic. Your guests will appreciate the wine pairing, not to mention the extra time you'll have to spend with them (this dish only takes 10 minutes to cook)!

NEW ROMANIAN WINES COME AU NATURAL

Senator Wines' latest Hereditas line is made to satisfy both the organic enthusiast and wine expert. Organic wines, while still relatively rare on most local wine shelves, are already being produced by this Romanian vineyard. Translated as "inheritance," the Hereditas wines include the spicy Babeasca Neagra, which has a violet and gooseberry aroma with a green pepper hint and cherry taste; the Feteasca Neagra, which takes its bold fruity flavor from dry plums and red berries; and the Feteasca Alba, a dry white with a natural velvety finesse.



ALL ABOARD THE BLUE TRAIN LINE



While Domeniul Coroanei Segarcea's Blue Train label may be new, its namesake is rooted in Romanian history. When visiting the Segarcea estate, the Royal Family of Romania would ride the Blue Train, which they had built. Both the train and the railway that crosses the vineyard are still in use today. Remnants from Romania's rich history live on through Blue Train's labels –

CONNECT WITH US
For more information, visit

www.SelectWinesofRomania.com
or e-mail news@SelectWinesofRomania.com

which display old love letters supposedly written by Blue Train passengers. Each as unique as the letters that grace their labels, Blue Train's nine single-varietal wines are created to optimize both red and white grape's distinct characteristics and ageing ability.

KUDOS & AWARDS

ROMANIAN VINEYARDS RECEIVE TOP AWARDS

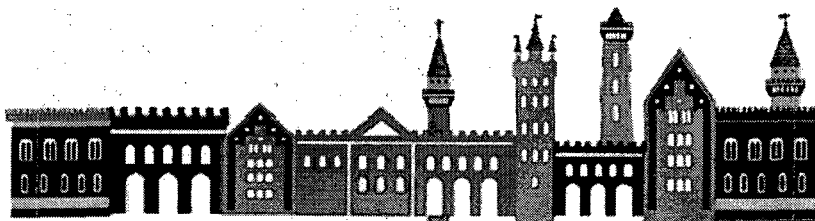
Romanian wineries have been raking in awards in recent wine competitions. Here's a quick recap of a few:

- Last month at the Los Angeles International Wine and Spirit Competition, Domeniul Coroanel Segarcea submitted ten wines for review – all of which received medals. Most notably, their Tamaioasa Romaneasca white wine was awarded the Gold Medal and Best of Class.
- Murfatlar received numerous awards at the San Francisco Wine Competition 2012, with Gold Medals received for its Trei Hectare Feteasca Neagra, M1 Tamaioasa Romaneasca, Sable Noble Alba and others.
- Crama Oprisor's Val Duna Pinot Grigio won a Gold Medal at the 2012 Berlin Wine Trophy.
- At the International Wine Contest in Bucharest in early June, top awards went to:
 - Murfatlar – Great Gold Medal for its collection of 1975 Chardonnays
 - Crama Oprisor – Gold Medals for two 2010-vintage reds: Cablian Cabernet Sauvignon and La Cetate Cabernet Sauvignon
 - Senator Wines – Gold Medal for Suav Tamaioasa Romaneasca
 - Cramele Recas – Gold Medals for Schwaben Wein Feteasca Regala, Muscat-Ottonel (2011) and a trio of Castel Hundade 2011 whites: Sauvignon Blanc, Feteasca Regala and Chardonnay

July 2012



Campaign financed with aid from the European Union and Romania



SELECT WINES OF ROMANIA NEWS

WELCOME TO MIAMI



At a gathering of 300 wineries representing 16 countries around the world – you can bet Romania will be one of them! Catch Crama Oprisor, Cramele Recas, Domeniul Coroanei Segarcea, Murfatlar and Senator at the 11th annual Miami International Wine Fair this September 14-16.

For those of you attending, join our special "Discovering the Wines of Romania" seminar at 1:30pm on September 15, and stop by Booth 511 anytime during the fair to meet the wine producers and taste our Romanian varietals.

LABOR DAY RECIPE: CELEBRATE WITH CRAMA OPRISOR AND MURFATLAR



What is more New York than a Pastrami Sandwich? A Romanian one, actually. As the legend goes, a kosher butcher got the recipe from a Romanian friend in exchange for storing the friend's luggage.

Pastrami is chock-full of spices: seasoned with garlic, coriander, paprika and cloves and then cured in brine. Ask your local butcher to cut thick slices and serve hot on rye bread. Top it off with a crunchy coleslaw. To cut through the flavors, we recommend Crama Oprisor's La Cetate Cabernet Sauvignon or Murfatlar's M1 Syrah.

CORRECTIONS FROM JULY'S NEWSLETTER

- Senator Wines organically farms its grapes; the wines are in the process of being certified as organic.
- Crama Oprisor received 10 awards at the 2012 International Wine Competition in Bucharest.

CONNECT WITH US

NEW FACES IN ROMANIAN WINE

Domeniul Coroanei Segarcea has launched a new product line that is as striking in design as it is in taste. These six oak barreled blends are inspired by intrinsic human values, each wine taking namesake: Honor, Honesty, Hope, Respect, Devotion and Gratitude. They express the producer's commitment to the terroir and to the consumer to whom this wine is dedicated. Meet the new faces of Minima Moralia:



Honor (Feteasca Alba/Chardonnay/Sauvignon Blanc/Pinot Gris), Honesty (Viognier/Tamaisoa Romaneasca), Hope (Pinot Noir/Pinot Gris/Cabernet Sauvignon), Gratitude (Cabernet Sauvignon), Respect (Cabernet blend) and Devotion (Syrah-Cabernet blend)

UNWINE ON THE WEST COAST

Now through September, Cramele Recas will be promoting its latest UnWineD brand at Fresh & Easy Market locations across California and Nevada. UnWineD Pinot Grigio boasts a fruit-loaded body of melon, apple and citrus acidity followed with aromatic notes of grapefruit and peach. Samples of UnWineD Pinot Grigio and Pinot Noir will be available:

September 10, 3pm - 7pm	September 21, 3pm - 7pm
466 Diablo Blvd., Danville	1489 Bird Ave., San Jose
325 12nd Ave., San Francisco	1328 Saratoga Ave., San Jose
1101 S. Main, Fallbrook	1821 Ygnacio Valley Rd., Walnut Creek
5550 Coast Hwy., Pacifica	1835 Newport Blvd., Costa Mesa
1489 Bird Ave., San Jose	1700 Rosecrans Ave., Manhattan Beach
1328 Saratoga Ave., San Jose	3231 East University Ave., San Diego
1821 Ygnacio Valley Rd., Walnut Creek	6755 Mira Mesa, San Diego
1835 Newport Blvd., Costa Mesa	955 Caroline Blvd., Point Loma
1700 Rosecrans Ave., Manhattan Beach	9475 W. Desert Inn Rd., Las Vegas
1615 W. Verdugo Ave., Burbank	1615 W. Verdugo Ave., Burbank

SENATOR WINES MAKE THEIR WAY TO MICHIGAN

If you happen to be in the Michigan area in September, stop by Senator's complimentary Saturday tastings to sip on some of the winery's best bottles, including the intensely fruity Varius Sauvignon Blanc—filled with cranberry, passion fruit and grapefruit flavors—or the crisp rose aroma of Monser Sarba.

- September 8 - Plum Market-Old Orchard Plaza, 6565 Orchard Lake Road, West Bloomfield, 1pm-5pm
- September 29 - George's Senate, 39430 Dun Rovin Drive, Northville, 1pm-5pm



NEWS FROM AROUND THE GLOBE

VROOM, VROOM

Crama Oprisor was a partner in the party following the official launch of the new Ford B-MAX built in Romania, serving up La Cetate and other fine wines at the celebration.

http://www.selectwinesofromania.com/newsletters/2012_newsletter6.html

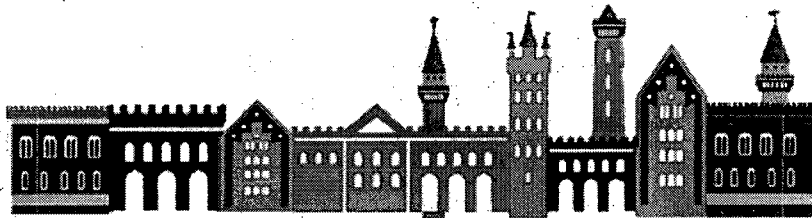
For more information, visit
www.SelectWinesofRomania.com
or e-mail news@SelectWinesofRomania.com



August 2012



Campaign financed with aid from the European
Union and Romania



SELECT WINES OF ROMANIA NEWS

COMPLIMENTARY SIPS FROM SENATOR

Come early October, think Senator on Saturdays if you're in the Michigan area. Stop by one of these (gratis) tastings to try red and white wines from their Monser, Hereditas and Private Collection lines.

- October 6 - Auburn Café, 3520 West Jefferson Avenue, Ecorse, 12pm - 4pm
- October 13 - Ernie's, 16655 19 Mile Road, Clinton Township, 12pm - 4pm



RECIPE: SEASONAL PRESERVES & PAIRINGS

Fall also defines a time when Romanian tradition is preserved - literally. A long tradition of preserving summer-ripe fruits into jams, juices and of course, wine has long been a part of Romanian culture.

With four cups of sugar and four cups of the berry of your choice, you too can preserve the berry-best of summer. Mash berries, depending on the consistency you desire. Boil ingredients on medium heat until thickened and presto - preserved. Keep stored in glass jar and refrigerate. Pair it with an equally fruity, Murfatlar's Zestrea Pinot Noir.



WHERE IN THE WORLD ARE ROMANIAN WINES?

With Italy and France to its west and Asia to its east, Romania is in a unique geographic position and recent reports show that its wines span across global markets. The below chart identifies the various countries where Romanian wine was exported in 2011.

GRACIAS, MIAMI!

Four wineries from Select Wines of Romania successfully presented their latest vintages to thousands of importers, buyers and other wine enthusiasts at the 11th Annual Miami International Wine Fair this past weekend. A "Discovering the Wines of Romania" seminar led by Juan Gomez—Master Sommelier at the legendary Breakers Palm Beach—enlightened a curious audience to all the indigenous varietals Romania has to offer.



ADORE WINE IN AUTUMN? FALL FOR ROMANIA

While September can be considered a "continued summer" in Romania with temperatures reaching up to 80 degrees, it also signals the beginning of harvest season.



Welcome September with these spicy Romanian wine picks: coffee, cocoa and pepper spices are found in Senator's **Glia Babeasca Neagra**, contrasting notes of pomegranate and spices are bottled in Domeniul Coroanei Segarcea's **Blue Train Pinot Noir** and a silky cinnamon, clove and rosemary texture defines Crama Oprisor's **Maiastru Feteasca Neagra**.

WELCOME TO THE HOTEL TRANSYLVANIA

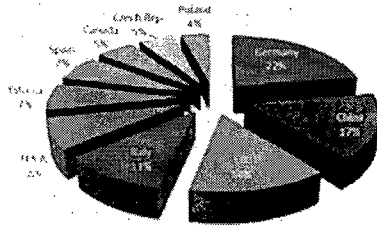
Transylvania may be making its big-screen debut with the September 28 release of Sony Animation's *Hotel Transylvania*, but our native Transylvania forest wood has long been the oak of choice for our barrels. More discreet than French oak and denser than American - Transylvania oak is ideal for ageing reds to perfection.

Try the Transylvania oak barreled **Paparuda Estate Cabernet Sauvignon** by Cramele Recas.



http://www.selectwinesofromania.com/newsletters/2012_newsletter7.html

NEWS FROM AROUND THE GLOBE



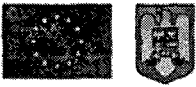
Source: APEV (based on data from CRPCIS)

CONNECT WITH US

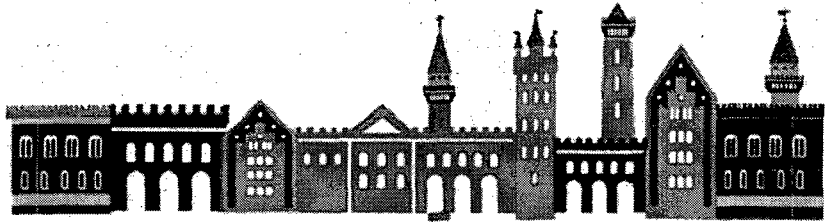
For more information, visit

www.SelectWinesofRomania.comor e-mail news@SelectWinesofRomania.com

September 2012



Campaign financed with aid from the European Union and Romania



SELECT WINES OF ROMANIA

Cordially invites you to our
Wine Seminar & Grand Tasting

Thursday, June 28, 2012
1:00 – 5:00 pm
Astor Center
399 Lafayette Street at East 4th Street
New York, New York

The two-part event will kick off from 1:00-2:00 pm with an intimate review of Romania's indigenous red and white wines, led by Master of Wine, Christy Canterbury.

From 2:00-5:00 pm attendees are invited to taste through the latest Romanian vintages with the winery owners and export managers from the country's leading vineyards:

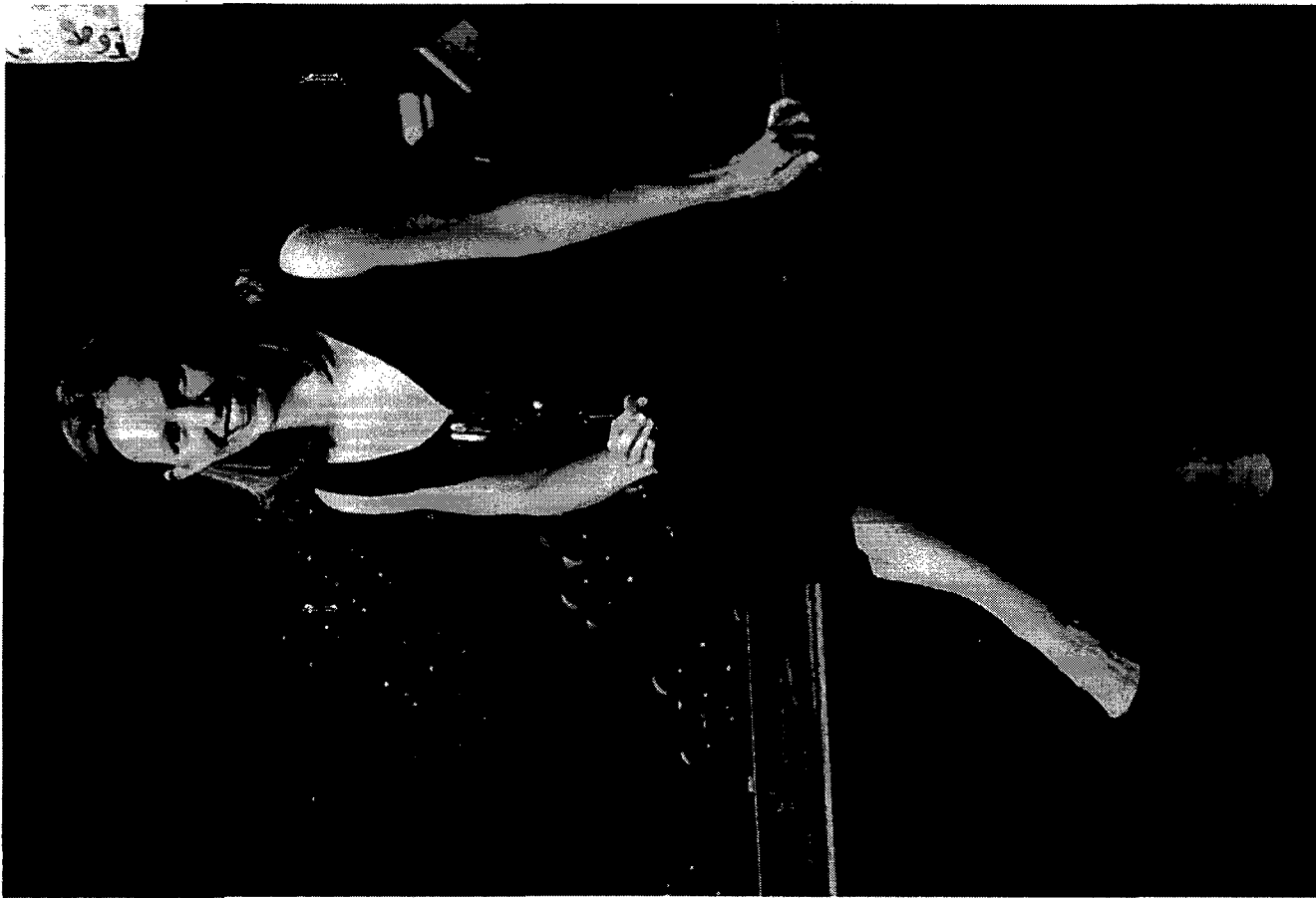
Carl Reh – Crama Oprisor
Cramele Recas
Domeniul Coroanei Segarcea
Murfatlar
Senator

RSVP to: Jordan Robinson Agnor
jordan.robinson@aboutdci.com
212-725-0707

Please indicate if you will attend the seminar, tasting or both.



Campaign financed with aid from
the European Union and Romania





SELECT WINES OF
ROMANIA

Cordially invites you to

**DISCOVERING
THE WINES OF ROMANIA
SEMINAR & TASTING**

**Saturday, September 15
1:30pm – 2:30pm
Miami Beach Convention Center
Breakout Seminar Rooms**



Join us to sip, savor and study all that indigenous Romanian varietals have to offer to the U.S. market. The latest vintages from four of Romania's leading vineyards will be featured:

**Carl Reh-Crama Oprisor
Cramele Recas
Domeniul Coroanei Segarcea
Senator**

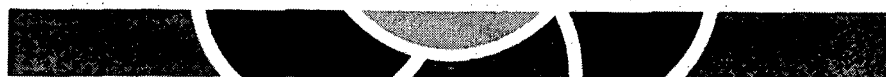
And don't forget to stop by Booth 511 anytime during the Miami International Wine Fair to meet the winery owners, producers and export managers.

SELECTWINESOFROMANIA.COM



CAMPAINA FINANCIATA DE UNIUNEA EUROPEA SI ROMANIA





SELECT WINES OF
ROMANIA

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SELECTWINESOFROMANIA.COM



CAMPAIGN FINANCED WITH AID FROM
THE EUROPEAN UNION AND ROMANIA



SELECT WINES OF DISCOVER ROMANIA



FABULOUS FETEASCA NEAGRA WINES ARE JUST THE BEGINNING
OF WHAT WE OFFER IMPORTERS ACROSS AMERICA.

SELECTWINESOFROMANIA.COM

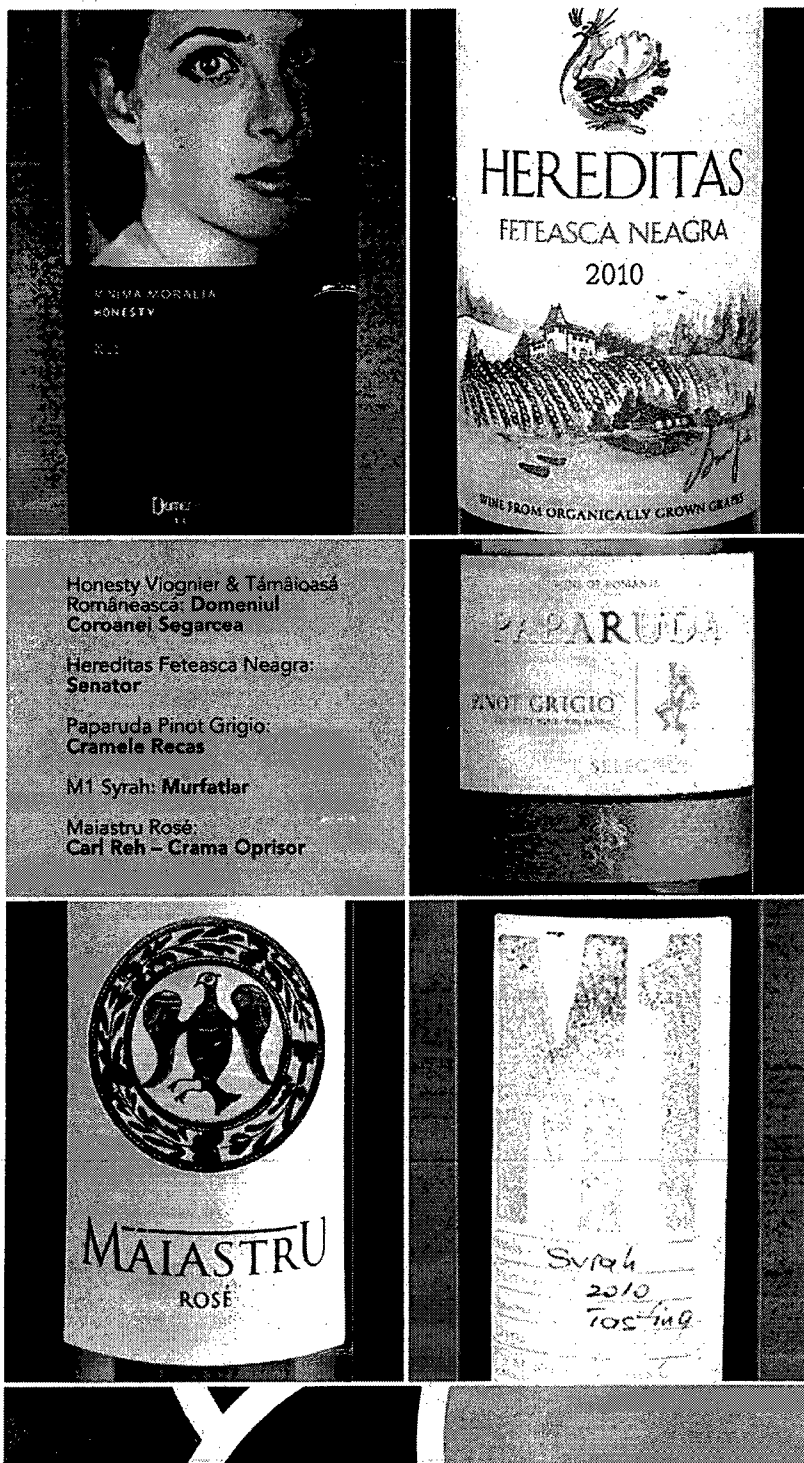
FOR DETAILS, EMAIL: INFO@SELECTWINESOFROMANIA.COM OR CALL 212-725-0707.



CAMPAGNE FINANCEE WITH AID FROM
THE EUROPEAN UNION AND ROMANIA

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SELECT WINES OF ROMANIA

New Wines from Romania: *Importers Wanted*

Romania is producing fine wine these days with both rare indigenous grapes like Feteasca Neagra and a full range of international varieties. Check out some of our new labels from these wineries:

Carl Reh – Crama Oprisor
Cramele Recas
Domeniul Coroanei Segarcea
Murfatlar
Senator

If you're interested in importing these or other Romanian wines, call 212-725-0707 or e-mail: info@selectwinesofromania.com

www.selectwinesofromania.com



Campaign financed with aid from
the European Union and Romania

Copy on Approval
June 15, 2012

Canada-based Radimetrics Announces Expansion to Scotland

(Vancouver, Canada) – Radimetrics, headquartered in Vancouver, has established an office in Scotland to provide radiation dose monitoring and management software to hospitals and imaging centers.

Radimetrics is widely known for its flagship product, eXposure, which is a single-system solution for tracking full body, organ-specific and cumulative radiation exposure across all imaging modalities.

It provides crucial patient size-adjusted information to improve decision-making among ordering physicians, radiologists, clinical physicists, safety officers, radiographers and others in the radiology workflow, and delivers easy-to-understand patient reports.

eXposure has powerful data capture and presentation capabilities to support patient safety, regulatory reporting, quality and utilization management initiatives, IRMER compliance, and referrer and patient satisfaction.

Beyond dose monitoring software, eXposure provides an unparalleled set of features such as advanced Monte Carlo based dosimetry, automated dose reference level monitoring, flexible dashboard-style reporting and even protocol management all in an easy-to-use web-based application.

Radimetrics worked closely with Scottish Enterprise and Scottish Development International, the country's economic development, trade and inward investment organizations to facilitate the expansion into East Kilbride, Scotland.

"Working with Scottish Enterprise and Scottish Development International has allowed Radimetrics to establish a base in Scotland, by leveraging a pool of local talent, which will help us grow the business UK wide," said Catherine McCallum, Chief Operating Officer, Radimetrics in a comment on the recent expansion in Scotland.

Danny Cusick, President, Americas, Scottish Development International said:

"We are honored that Radimetrics made the decision to expand their business to Scotland and join the hundreds of other successful life science companies and research organizations here that have formed the second largest life science cluster in the UK.

"Canada has always been a ripe location for Scottish investment, so we are delighted to see the relationship between Scotland and Canada continue to grow as we welcome this company on Scottish soils."

For further information please contact Radimetrics UK Limited (info@radimetrics.com)
The Technology Centre · 9 James Watt Avenue · East Kilbride · G75 0QD 0800 098 817

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Media Contact:
Jordan Robinson Agnor
jordan.robison@aboutdci.com
254-631-5517

For Immediate Release
June 18, 2012

**From Cloning 'Dolly the Sheep' to Curing Blindness,
Scotland is on the Forefront of Life Science Discoveries**

A revolution in modern medicine is quietly under way in Scotland, which is rapidly emerging as a global leader in regenerative medicine and drug discovery.

Ranked #1 in the world for stem cell research, Scotland recently launched a new stem cell trial to cure corneal blindness, which could result in the development of the first harvest stem cells that restore the sight of millions of people. The revolutionary research, conducted by Advanced Cell Technologies at the Aberdeen Royal Infirmary, is the first trial of its kind ever to be carried out in the UK.

Scotland is also responsible for many other groundbreaking life science discoveries, including MRI and CAT scanners, the discovery of p53 cancer suppressor gene, world-recognized research in diabetes and cancer, ReNeuron's stem cell trial for stroke patients, and the cloning of "Dolly" the sheep.

More than two dozen Scottish life science companies and research organizations will come together to showcase these discoveries among other recent life science developments at the 2012 BIO International Convention on June 18-21 in Boston.

"Scotland may be small in size, but we're big in bioscience," said Danny Cusick, President, Americas, of Scottish Development International. "Scotland is home to some of the world's leading life science companies and has the largest concentration of animal science-related expertise and more medical research per capita than any other country in Europe."

The University of Dundee and the University of St. Andrews are both ranked among the top 10 best international academic institutions for scientists. Little wonder that the University of Dundee and the Medical Research Council just announced more than \$21 million in funding from a consortium of six of the world's leading pharmaceutical companies for continuing research on the development of new drug treatments of major global diseases.

Beyond the universities, Scotland is also investing heavily in infrastructure to support development of its life science sector. Case in point is the expansive new Edinburgh BioQuarter (EBQ), which just celebrated the opening of pioneering bio-medical facilities: The Scottish Centre for Regenerative Medicine and new bio-incubator building, Nine. The EBQ was designed to foster collaboration between Scottish researchers and global life science companies that is conducive to developing and commercializing new medical discoveries.

Likewise, a former Merck research facility in Scotland's Central Belt between Glasgow and Edinburgh, is being transformed into "BioCity Scotland" to foster the growth of life science and pharmaceutical companies.

Scottish companies are also beginning to attract the notice of venture capitalists and angel funds. Boston-based Morningside Ventures, for example, recently supported Scotland-based NuCana BioMed with Series A funding.

Scotland's medical research expertise is also earning recognition on the West Coast as the country signed a Memorandum of Understanding with the prestigious San Francisco-based Californian Institute of Regenerative Medicine earlier this year, which will enable joint research and collaboration between scientists and companies in Scotland and California.

"Scotland clearly punches above its weight when it comes to life sciences," Mr. Cusick summarized. "There are rich opportunities for investment and collaboration with Scottish companies and universities."

###

About Scottish Development International

Scottish Development International (SDI) is a government organization which helps overseas businesses tap into Scotland's key strengths in knowledge, high level skills, technology and innovation. SDI also works to help Scottish companies do more business overseas and to promote Scotland as a good place to live and work. It is jointly operated by the Scottish Government, Scottish Enterprise and Highlands and Islands Enterprise. In the US and Canada, SDI has offices in Boston, Chicago, Houston, New York, San Jose, Calgary and Toronto. For more information, visit <http://www.sdi.co.uk/>.

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Scotland-based Innova Partnerships Ltd. Opens Boston Office

(Boston, Mass.) – Scottish company, Innova Partnerships Ltd. has announced the opening of its first U.S. venture in Northborough, Mass., to allow the company to play a key role in the internationalization of life science companies in Scotland.

Innova Partnerships Ltd, the global life sciences partnering and investment company, based in Perthshire, Scotland, specializes in supporting the commercial development of medical devices, diagnostics and life science products of companies based in the UK.

Dr. Steve Howell, CEO and founder of Innova Partnerships, stated: "This is a very exciting development and a significant step forward for our business. We look forward in bringing our life science services and our experienced team of associates to the U.S. market. Our strong expertise in intellectual property and regulatory compliance also means the company is perfectly positioned to offer a conduit to EU markets for expanding U.S. life science companies."

Founded in 2006, the company has a strong track record for providing investment and expert consulting services, in addition to placing key executives into fledgling life science companies. Innova Partnerships professionals have a combined experience of 150 years working with companies such as Johnson & Johnson, Alere Inc., Nypro Med Division, Unilever, and numerous startups and university spin outs.

The company has since evolved to offer complete and fully integrated support services for life science companies at all stages of their development extending its customer base beyond the UK. Innova Partnerships Ltd. has now set its sights on the U.S., leveraging existing relationships and collaborations to open an office in the Boston area.

Innova Partnerships' newly appointed U.S. President, Lou Gaviglia, said: "We have a great opportunity to work with European life science companies seeking to access the U.S. and North American market and can now provide a link for U.S. companies considering business in Europe. We would be delighted to discuss how we can help medical device and diagnostic companies wanting to expand their businesses."

Innova attended the 2012 BIO International Convention from June 18-21 at the Boston Convention & Exhibition Center, along with Scottish Development International (SDI), the country's economic development organization, who assisted more than 20 additional Scottish companies also looking to grow their business in North America.

"SDI established its North American headquarters here in Boston to allow for further collaboration and partnerships with one of Scotland's largest and most important markets," said Danny Cusick, President, Americas, SDI. "We applaud Innova Partnerships for expanding their life science investment expertise to the U.S. and look forward to welcoming this great Scottish company to Massachusetts."

###

Innova Partnerships Ltd, European Office - Foxknowe Lodge, St Fillans, Perthshire, PH6 2NG, UK info@innovapartnerships.com

Innova Partnerships US Office - 13 Potter Circle, Northborough, MA, 01532
info@innovapartnerships.com

Copy on Approval
June 15, 2012

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Jordan Robinson Agnor
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NEWS RELEASE
EMBARGOED

Scottish Potatoes Hit U.S. Shelves at Wal-Mart

CHICAGO, September 30, 2012—Scottish potato producer, Albert Bartlett, announced plans on Sunday to target growth in the U.S. market, after partnering with supermarket giant Wal-Mart to supply its Rooster brand of potatoes.

The deal by Airdrie-based Albert Bartlett – which employs 700 full time staff in Scotland with further outreach to farmers and distributors around the UK – is the company's first in the US market and will see the Albert Bartlett Rooster range being stocked in selected stores across Colorado and Georgia from October before being rolled out to stores in multiple states in 2013.

The company announced details of the launch while taking part in a Scottish Development International trade mission to Chicago, led by the First Minister Alex Salmond and Scottish Enterprise Chief Executive Lena Wilson.

"It is inspiring to see a long-standing, traditional Scottish company develop so confidently and dramatically in today's market, where Scottish food and drink exports are booming. The Albert Bartlett Rooster brand deal with Wal-Mart is another example of a quality Scottish product being made available for all to enjoy," said the First Minister.

John Hicks, VP Sales and Marketing, Albert Bartlett USA, remarked: "This is a very exciting time for Albert Bartlett, we have been working on the project for over four years, having received fantastic support from Wal-Mart. We are now excited to see how the Wal-Mart consumer responds and are confident that we can gain a strong and loyal following as we have done in the UK."

To which Scott Dray, Director, Produce-Wal-Mart, said: "It is always exciting to bring our customers something new, unique and quality, we have been excited by the Albert Bartlett product since first trying it in the UK. The taste profile of the product is fantastic and we are confident that if we can get our customers to try it once they will come back for more."

In preparation for launching into the US market, Albert Bartlett first introduced tissue culture from Scotland to North America back in 2008 and have been multiplying the seed of the Rooster variety over the past four years.

Albert Bartlett's innovative approach, which in effect has seen them export their intellectual property, enables them to produce the product in the US with local farmers and packers, bringing benefit to local economies.

Working with their US partner MountainKing and other leading local US farmers, the company carried out extensive growing trials across the USA and based on the results focused initial production in Colorado and Idaho. Next year, the company plans to extend distribution across the US as it multiplies crop production and introduces new growing areas including California, Oregon and Washington.

Albert Bartlett opened its first US office in Denver earlier this year to manage the launch and expansion of their activity in North America. The company is one of 11 companies participating in the trade mission to the US which aims to raise the profile of Scottish food and drink companies in the US.

"We've seen phenomenal growth of Scottish food and drink exports with 60% growth over the past five years," says Danny Cusick, President, Americas, Scottish Development International. "The US continues to be one of the biggest markets for Scottish companies - overall food and drink exports to the US increased by 30% last year, with strong growth in the premium grocery market."

Scottish Development International has supported Albert Bartlett in its international growth plans for several years, including helping them access new customers through attendance at a major international trade show. SDI will continue to work closely with Albert Bartlett both in Scotland and overseas, to support their continued international growth.

###

Background

- Albert Bartlett is the UK's leading fresh potato brand, supplying 20% of the fresh potatoes in the retail market, supplying major retailers with own label, premium exclusive and branded products.
- Albert Bartlett first launched the Rooster brand in 2003. It is now Europe's fastest growing potato brand, estimated to be worth around \$65 million.
- Having been a supplier with ASDA since October 2006, Albert Bartlett was introduced to ASDA's parent company Wal-Mart in 2008. The Wal-Mart team then organized taste sessions in the UK and in the US at Wal-Mart's home office in Bentonville, Arkansas.
- At the same time, Albert Bartlett continued to multiply plants, mini tubers and then went into seed production.
- Wal-Mart will stock three lines of the Albert Bartlett Rooster range.

Background

Pictures of the launch in Chicago are available for download from:
<http://www.flickr.com/photos/scottishgovernment>

Media Contact

Jordan Robinson Agnor, jordan.robinson@aboutdci.com, 212-444-1740

SOURCE Scottish Development International

News Release

Bio-Pharma Company, Sigma-Aldrich, Invests in Scotland

CHICAGO, September 28, 2012—St. Louis-based life science company, Sigma-Aldrich, announced today in conjunction with Scotland's First Minister, Alex Salmond, plans to expand its operations in Scotland by investing in the development of a new powder manufacturing facility on its Irvine site.

SAFC, a top 10 global fine chemical supplier and manufacturer of specialty chemicals and biologics to the life science and high technology industries, will add to its existing liquid manufacturing capability in Scotland by investing in the development of a new powder manufacturing facility. SAFC's new facility in Irvine is their second powder manufacturing facility, which will support and strengthen SAFC's risk management program, providing an internal back-up supplier for its customers.

The new facility will be used to service customers across Europe and will create 24 new jobs. The project is being supported by a £1.5 million Regional Selective Assistance grant from Scottish Enterprise, the country's economic development organization.

"The liquid facility investment at Irvine was a significant move for SAFC as part of our strategy to support our key European biopharmaceutical accounts," said Gilles Cottier, President at SAFC. "We are delighted to expand on that initial investment and look forward to continued success in Scotland and throughout Europe."

The First Minister and Scottish Enterprise Chief Executive Lena Wilson will meet representatives of the company in Chicago today to discuss the company's plans and look at other options to grow its Scottish operations.

First Minister Alex Salmond said: "This is fantastic news for Scotland, for Ayrshire and for Irvine. This expansion to create a new manufacturing facility by SAFC puts Scotland firmly at the center of this US company's European operations and is a clear signal to world-leading companies that we are open for business.

"It is clear that Scotland is a land of major opportunity and we have a long and impressive track record in the chemicals and life sciences sector, developing an environment where ingenuity and innovation can create jobs and wealth. This is the clear message I will be sending out to a number of companies with whom I will be meeting during this trade mission in Chicago."

Lena Wilson, chief executive of Scottish Enterprise, said: "SAFC is a major employer and this latest investment will anchor their operations here in Scotland. The Irvine site is already a strategic part of the company's wider European operations and this latest investment will help to ensure it can continue to meet the needs of its international customer base.

"By working with inward investors like SAFC and its parent company, Sigma-Aldrich Corporation – at the corporate level through Scottish Development International in the US, as well as locally through our teams on the ground in Scotland – we can ensure they grow their presence in Scotland once they're operational with this expansion."

SAFC made a significant multi-million dollar investment to upgrade its liquid handling capabilities at Irvine in 2009, supported by a nearly \$260,000 RSA grant from Scottish Enterprise. Scottish Enterprise has also worked with the company through its account

management approach since 2009, offering tailored support, including specialist advice from Scottish Enterprise's Scottish Manufacturing Advisory Service to improve efficiency on-site.

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SOURCE: Scottish Enterprise

NEWS RELEASE

October 1, 2012

GE Oil & Gas Announces \$11M Expansion in Scotland

CHICAGO, Ill. – GE Oil & Gas, in conjunction with Scotland's First Minister, Alex Salmond, has announced plans for an \$11 million expansion project of its Scotland-based Center of Excellence that will create 40 new jobs by 2013.

The announcement comes as the First Minister hosted a round table discussion with key players in the oil & gas industry during his visit to Chicago last week, to reinforce the Scottish Government's commitment to U.S. investors in this hugely important industry.

"When GE Oil & Gas centralized its operations at Montrose, Scotland, in 2009, it was with a view to having additional capacity to meet both customers' expanding needs and GE's anticipated Services growth in the European region," said the First Minister. "This ambitious \$11 million expansion further demonstrates Scotland's important role in GE Oil and Gas's future."

The subsea arm of the equipment and services supplier for the global offshore drilling and subsea sectors announced the plans to invest \$11 million in its Montrose-based Center of Excellence (COE) earlier this year.

Builders have moved onto site, with work taking place to prepare the ground before construction begins. The buildings are expected to be completed early next year, allowing the installation of new machinery.

Growing subsea activity and GE's increased market share have prompted the investment, with the expansion set to double the site's current size to 4,200 square feet also improving its service capabilities, including product testing and assembly.

Rod Christie, Vice President of Subsea Systems at GE Oil & Gas, said, "This larger, more capable facility and the resultant extended service offering is a reflection of the company's long-term commitment to Scotland. It is also further indication of the sustained growth in business that we have seen globally over the last two years."

The site expansion will ensure that new, much larger deepwater vertical xmas tree (DVXT) projects can be manufactured in-house, allowing the organization to meet increasing demand and accelerating the manufacture of subsea equipment for the organization.

"Deepwater applications are a rapidly growing segment within the oil and gas industry, with the subsea market a key strategic area for us and many of our customers. Recognizing this, the company's significant investment in the Montrose facility shows a clear response to their needs and will allow us to continue delivering high quality, ultra-reliable subsea systems to projects worldwide," said Christie.

Included in the investment is a new state-of-the-art assembly and test line for the construction and testing of sub-assemblies and master block valves (MBV). This will enable the site to produce all key components, from raw material through to a fully-built, flat pack subsea tree. An additional fleet of machinery, including a horizontal lathe and borer, will increase the facility's current capabilities to accommodate the size and weight of trees required for ultra deepwater applications.

Scottish Enterprise and Scottish Development International have been working closely with GE Oil & Gas over the past twelve months to support its operations in Scotland.

"GE's plans for Montrose are a real testament to the global reputation of Scotland's Oil & Gas industry," said Danny Cusick, President, Americas, Scottish Development International. "The Oil & Gas Strategy for Scotland, which was launched earlier this year, identified the crucial role that the sector has to play in our future long-term economic success. Working with inward investors like GE and indigenous Scottish companies to support their operations to grow in key areas of the sector – such as subsea manufacturing – will be key to this."

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Media Contact

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SOURCE: Scottish Development International

News

June 3 2012



Tourism and jobs "priority" of FM's US visit **West Coast business meetings to secure investment for Scotland**

First Minister Alex Salmond is travelling to the US West Coast next month (June) to continue to build on economic links and encourage inward investment in Scotland.

The First Minister will undertake a programme of engagements in Los Angeles, Sacramento and San Francisco which will focus on innovation, tourism and jobs.

As part of his four-day visit, the First Minister will also attend the world premiere of the much anticipated Disney-Pixar animation "Brave" which is expected to bring a predicted boost of £150 million to the Scottish economy. The premiere will take place in Los Angeles at the home of the Oscars, the former Kodak Theatre, on Monday June 18. It is the opening film for this year's Los Angeles Film Festival and will be attended by many of its Scottish stars.

The premiere brings together Disney-Pixar and VisitScotland in a unique collaboration between the film giant and Scotland's tourism agency to showcase Scotland across the world.

The First Minister will then travel to Sacramento, the state capital, to meet with senior US legislators where he will discuss Scottish independence and recent economic success in life the life sciences and renewable energy sectors in particular.

Mr Salmond will also deliver a speech to the Commonwealth Club of California, the oldest and largest public affairs forum in the US, in San Francisco on Tuesday, June 19. He will address Scotland's constitutional future, Scotland's investment credentials in continuing to attract sustained investment from US and major global companies despite the turbulent global economic climate, the nation's reputation as a global innovator in low carbon and renewable energy and the duty of Scotland and other modern economies to share this expertise for the benefit of the developing world.

Other speakers who will be delivering speeches to the non-profit organisation in June include former US Secretary of State General Colin Powell and US economist and Nobel laureate Joseph Stiglitz, who is also a member of the Scottish Government's Council of Economic Advisers.

On Wednesday, June 20, he will make a number of business visits, including one to Lifescan, the world leader in blood glucose monitoring which has a base in Inverness, and another to Stanford University to see the work of the SU2P, a venture between Stanford and Strathclyde, Heriot-Watt, St Andrews and Glasgow universities to get maximum economic impact from their joint research in photonics, the science and technology based on and concerned with the controlled flow of photons, or light particles.

The First Minister said:

St Andrew's House, Regent Road, Edinburgh EH1 3DG
www.scotland.gov.uk



"Scottish companies are operating in a highly competitive global economy and they must raise their international aspirations to enable them to become more productive. The US offers huge potential and Scottish companies must take advantage of the outstanding opportunities that are available.

"Innovation is critical to driving growth in our economies, especially during a time when the global economy is still recovering.

"This visit will help us identify and enhance the opportunities for real, practical innovation and collaboration between us and bring investment and jobs to Scotland."

Itinerary:

The First Minister's first event will be on Monday, June 18 when he will take part in business meetings and also meet with US journalists to discuss Scotland as a tourist destination, and the opportunities presenting themselves as part of the Winning Years initiative to encourage tourism businesses to maximise their promotional activity by focusing in on major events such as the Year of Creative Scotland, the launch of "Brave", and the Ryder Cup and Year of Homecoming in 2014.

He will then attend the premiere of "Brave" which is being shown as the opening film of the LA Film Festival at the newly-named Dolby Theatre.

On Tuesday, June 19, he will meet with the Governor of Sacramento and other leading legislators.

He will also travel that day to San Francisco to deliver a speech to the Commonwealth Club of California and meet senior business people and decision-makers.

On Wednesday, June 20, he will travel to Milpitas, California, to visit the worldwide headquarters of Lifescan, the Johnson & Johnson-owned world leader in blood glucose monitoring, which also has a Research and Development hub in Inverness.

The First Minister will also be a guest of Stanford University where he will see the latest work by the SU2P collaboration between Stanford and Scottish universities.

Links

<http://www.commonwealthclub.org/>

<http://www.lafilmfest.com/>

<http://www.su2p.com/>

News

For Release: June 20, 2012



Scottish First Minister visits LifeScan, CA **Alex Salmond meets staff, praises Cal-Scot progress in life sciences**

Scottish First Minister Alex Salmond has met with employees and executives at the Milpitas, CA headquarters of LifeScan as part of his four-day trade mission to the United States.

During his visit Mr Salmond - who is the leader of the Scottish Government - pledged to continue the "mutually profitable" working relationship between California and Scotland, which is the home of one of LifeScan's two main overseas plants.

Senior LifeScan staff discussed plans for future growth with Mr Salmond, including the role that their facility in Inverness, Scotland will play in delivery of their corporate strategy.

The First Minister said:

"Scotland and California already have a rich and rewarding relationship that is mutually profitable. In fields such as life sciences - where LifeScan is very influential - we are both renowned worldwide as innovators, which is critical at a time when our economies are still recovering.

"I want to use the best of the expertise and industry in Scotland, together with that of our friends in California, to maximise the economic and scientific returns for us both.

"Today's meeting with LifeScan staff and executives has confirmed to me that we share these same aims. I look forward to us continuing to work together to make the California-Scottish partnership world-leading."

Tito Bacarese-Hamilton, R&D Vice President of LifeScan for Blood Glucose Monitoring, said: "We are very pleased with the support we continue to receive in Scotland and we will build on this strong partnership to further develop innovative solutions that help improve the lives of patients around the world at every stage in their diabetes care."

Danny Cusick, president, Americas, Scottish Development International, said: "Scottish Development International is keen to cooperate even more closely in future with our partners in life sciences in California.

"Scotland is world-renowned for its expertise in the life sciences industry and we are committed to building and strengthening our relationships with California and the US more widely, to realize common goals and to further increase Scotland's reputation as the ideal partner of choice in major international projects."

The First Minister is on a four-day visit to the US to strengthen economic and tourism links.

St Andrew's House, Regent Road, Edinburgh EH1 3DG
www.scotland.gov.uk



Background

LifeScan is a Johnson & Johnson company. LifeScan Scotland was created in 2001 when Johnson & Johnson acquired the UK assets of Inverness Medical Ltd, a medical device company established in Inverness in 1995 to design and manufacture glucose test strips and design electronic meters for the global diabetes market.

The company has become a global leader in designing and manufacturing glucose test strips and electronic meters for monitoring diabetes, and has developed diabetes management software, control solutions and lancing devices.

With diabetes now one of the world's fastest-growing medical conditions, LifeScan Scotland is committed to leading the field in researching and developing new products for its customers. The presence of LifeScan Scotland in Inverness has stimulated a cluster of expertise in clinical diagnostics, leading to the creation of the Highland Diabetes Institute and other spin-off companies.

Pictures are available for download from <http://www.flickr.com/photos/scottishgovernment>.

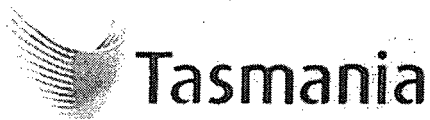
Video footage is available for download from <http://www.youtube.com/scottishgovernment>.

Audio is available for download from <http://soundcloud.com/scotgov>.

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LifeScan: Dave Detmers: 408 859 7973 - DDetmers@its.jnj.com



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A RENAISSANCE OF TASMANIAN ARTS AND CULTURAL EVENTS THIS AUSTRALIAN WINTER

Hobart, Tasmania, Australia (June XX, 2012): Tasmania is experiencing a virtual renaissance of arts and cultural events to warm the soul over the cooler months. The opening of the Museum of Old and New Art (MONA) in January 2011 has catapulted Tasmania to the global arts stage. This bastion of avant-garde art has reshaped the island's cultural scene and infused its event calendar. This Australian winter, visitors can delight in premium epicurean events such as Chocolate **Winterfest**, set to lure discerning (and decedent) gourmands to the island. The **Dark Side of the Brew Festival** will delight beer enthusiasts with hand-crafted and award-winning beers, while the **Theatre of the World Exhibition at MONA**, **Festival of Voices** and **Devonport Jazz Festival** will charm music and arts lovers alike.

For a comprehensive, up-to-date listing of all events in Australia's Natural State, visit www.discovertasmania.com

FESTIVAL OF VOICES: JULY 6 – 15, 2012

Festival of Voices is Tasmania's premier winter festival, celebrating vocalists and the power of song. Now in its 8th year, the Festival stages events for more than 10,000 singers and audience members, and showcases an increasingly wide range of interpretation of the voice, including choir and ensemble singing, spoken word, cabaret, debate, poetry, storytelling and hip-hop. Due to its rising popularity, the 2012 Festival will now be held over ten days and will include a range of innovative new events along with old favorites such as *FireSong*, the ever-popular bonfire and big-sing which for the first time will open the Festival.

What: A ten day festival celebrating vocalists and the power of song

When: Friday, July 6 to Sunday, July 15, 2012

Where: The Festival of Voices is held in various locations around Hobart

How: Festival of Voices has a number of free and ticketed concerts. Tickets can be purchased through the website. www.festivalofvoices.com.

CHOCOLATE WINTERFEST: JULY 8, 2012

Chocoholics everywhere unite for this wickedly delicious event! The Chocolate Winterfest is devoted to all things chocolate, and the quirky festival is sure to treat, inform, astound and amuse visitors. All ages can enjoy this day of indulgence and participate in eating, sculpting, decorating, drinking and even face painting with chocolate!

What: A chocolate-inspired festival with tastings, cooking classes and fun activities

When: Sunday, July 8, 2012

Where: Latrobe, Tasmania (an easy 10-minute drive from the Spirit of Tasmania ferry terminal in East Devonport)

How: Chocolate Winterfest is a free event. www.chocolatewinterfest.com.au.

DARK SIDE OF THE BREW: JULY 8, 2012

The Dark Side of the Brew is part of the delicious Latrobe Chocolate Winterfest event, and is returning after a warm reception at its debut in 2011. The event celebrates the best of Tasmania's microbreweries, who have joined together to offer tastings of their best dark beers, whiskies and ciders. This year, visitors can take part in chocolate matching sessions and beer education workshops, and meet the dedicated makers behind the mouth-watering, locally-brewed beverages. The Dark Side of the Brew is the first event of its kind in Australia, and is set to attract devoted dark brew fans from around the nation.

What: A beer, whisky and cider tasting experience as part of the popular Chocolate Winterfest event

When: Sunday, July 8, 2012

Where: Latrobe, Tasmania (an easy 10-minute drive from the Spirit of Tasmania ferry terminal in East Devonport)

How: This is a ticketed event. Tickets can be purchased at the gate. For more information on Dark Side of the Brew email Willie from Seven Sheds Brewery on willie@sevensheds.com.

DEVONPORT JAZZ FESTIVAL: JULY 26 – 28, 2012

Avid fans of traditional, contemporary, swing, Latin or be-bop jazz will be in their element at the annual Devonport Jazz Festival this winter. The event promises four exciting days of marvellous music, with leading interstate and local jazz musicians set to entertain listeners during this spectacular celebration of all things jazz.

What: A celebration of every aspect of jazz, food, dance and film

When: Thursday, July 26 to Sunday, July 29, 2012

Where: Various locations throughout Devonport

How: For a full program of events visit the Devonport Jazz Festival website closer to the date:
www.devonportjazz.com.

THEATRE OF THE WORLD EXHIBITION AT MONA – THROUGH APRIL 8, 2013

The Museum of Old and New Art's (MONA) latest exhibition, entitled *Theatre of the World*, brings together over 300 works, many never seen before, from MONA and the Tasmanian Museum and Art Gallery (TMAG). Curated by Jean-Hubert Martin with Tijs Visser, Oliver Varenne, Nicole Durling and the MONA and TMAG teams, *Theatre of the World* brings together an array of beautiful and intriguing works and objects of curiosity, with the highlight being 80 barkcloths from across the Southern Pacific.

What: A new exhibition bringing together more than 300 pieces of art from MONA and TMAG, many never publicly displayed.

When: Sunday, June 23, 2012 to Monday, April 8, 2013

Where: MONA, 655 Main Road, Berriedale

How: Entry to the exhibition is included in the entry fee to MONA. US\$22 for adults and free to visitors under 18. Tickets can be purchased at the door or online at www.mona.net.au.

For more information on Tasmania and to request a FREE Tasmania Vacation Planner visit:

www.discovertasmania.com

A world apart, not a world away



Tasmania's latest adventure offerings with different degrees of grunt

TASMANIA, 22 AUGUST 2012 – Mark Webber and his team of competitors are poised to face off with Tasmania's rugged landscape at the eponymous upcoming Swisse Mark Webber Tasmania Challenge. Tasmania, Mark's favourite adventure playground, has been the setting of the challenge for years, given its spectacular surrounds, harsh, remote beauty and the raw nature of its adventure experiences. Understandably, the intensity and gruelling character of the challenge isn't for the faint hearted, so below are some adventure options available in Tasmania this spring that can be undertaken by mere mortals...

SWISSE MARK WEBBER TASMANIA CHALLENGE ADVENTURE RUN (2 DECEMBER)



Swisse Mark Webber Tasmania Challenge Adventure Run (click video to play)

The Swisse Mark Webber Tasmania Challenge Adventure Run is held on the last day of the Challenge, and is open to participants (the public) of all ages, abilities and levels of fitness. The 'fun run' style event welcomes everyone, from runners and elite athletes seeking a taste of the challenge (but not the intensity or five day commitment), to leisurely joggers and walkers who want to be part of the iconic event. The run is also a great way to experience the thrill of running alongside Mark himself. The 6.5km adventure run takes place on a mixture of sealed footpaths, gravel walking tracks and narrower cross-country adventure trails, and passes through bush and parkland with magnificent views over central Hobart, Mt Wellington and the Derwent River.

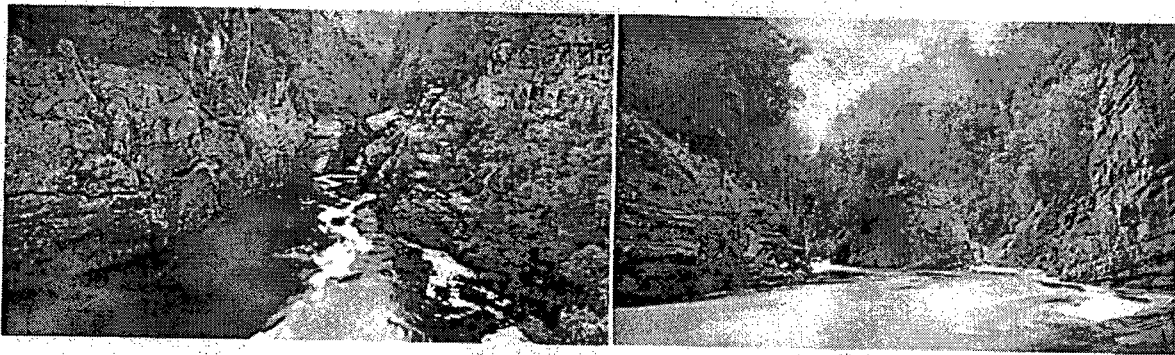
Where: The start and finish point is outside the Henry Jones Art Hotel at 25 Hunter Street, Hobart

When: Sunday 2 December at 11.00am

Cost: Participation in the Adventure Run costs \$35 for adults, \$30 for concession holders, students and pensioners, \$20 for children under 15 and \$80 for families (2 adults and up to 3 children)

How: For more information on the Swisse Mark Webber Tasmania Challenge Adventure Run, visit <http://markwebbertasmaniachallenge.com/>.

***NEW* WHITE WATER TOURS WITH FRANKLIN RIVER RAFTING**



The Franklin River

Outdoor lovers will adore Tasmania's latest white water rafting experience courtesy of new white water adventure company, Franklin River Rafting. The company's 10-day Franklin River Rafting Tour takes in the haunting beauty of the wild and isolated Franklin River in the World Heritage listed Franklin-Gordon Wild Rivers National Park, located in Tasmania's rugged remote south west.

The adventure is a professionally guided experience on an expedition raft, allowing adventure-goers to encounter wilderness otherwise too remote and inaccessible to reach. Included in the trip are quality rafts and white water equipment, delicious meals, camping equipment and return transfers from Hobart. No previous experience is necessary, but a thirst for adventure is highly recommended. The 10 day rafting expedition is \$2,950 per person including GST. **W:** www.franklinriverrafting.com

***NEW* BAY OF FIRES LODGE WALKS**

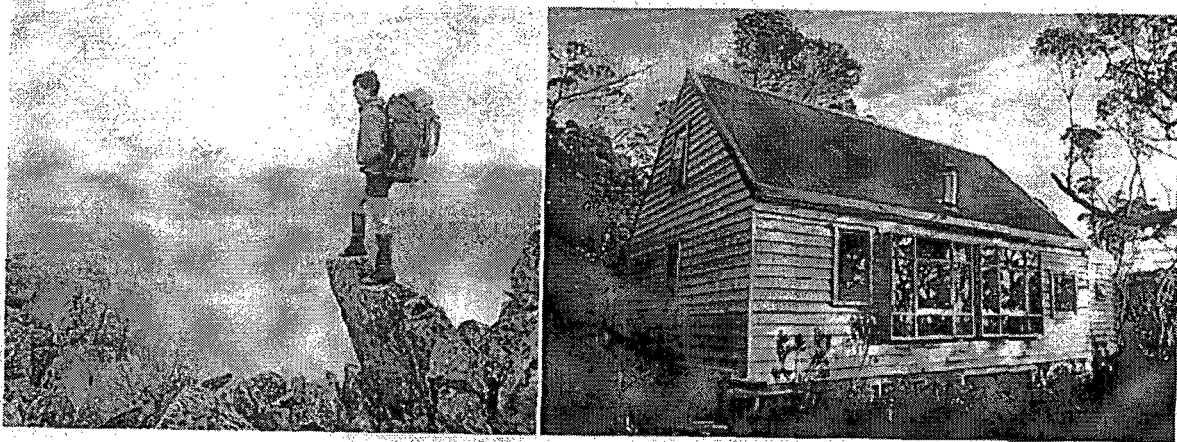


Andrew Pirie's winery at Labina and the Bay of Fires Lodge

The award-winning Bay of Fires Lodge Walk has introduced a new element to the iconic experience. For the first time, walkers will stop at renowned winemaker Andrew Pirie's new winery near Labina, to taste his latest sparkling wine variety and some delicious canapés before returning to Launceston. This epicurean touch concludes the four-day experience, which includes relaxing strolls on the pristine beaches of Tasmania's north east coast, past the orange lichen covered granite rocks that gave the Bay of Fires its name, and over grassy marsupial heath lands. A kayaking adventure up Anson's river completes the trip.

The Bay of Fires Lodge Walk includes one night's accommodation in comfortable semi-permanent tents set back from Foresters Beach, two nights at the award winning, eco-friendly Bay of Fires Lodge designed by architect Ken Latona, delicious meals and Tasmanian wine, return transfers between the walk base and Launceston, and two professional guides. The walk is limited to a group of ten and starts from \$2,125 per person twin share. **W:** www.bayoffires.com.au

***NEW* 'CLIMB EVERY MOUNTAIN ADVENTURE WALK' FROM CRADLE MOUNTAIN HUTS WALK**

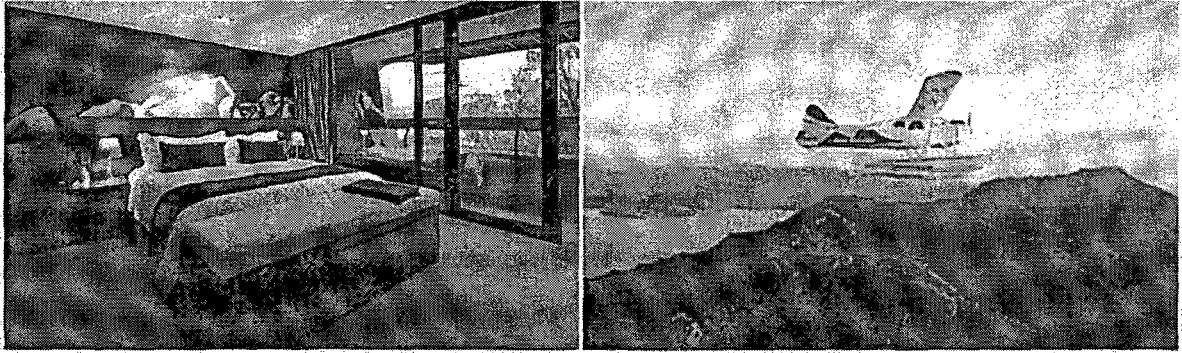


Cradle Mountain Huts Walk

Cradle Mountain Huts Walk is celebrating its 25th anniversary with a new (and slightly more challenging) walk called 'The Climb Every Mountain Adventure Walk'. The company's latest experience follows the same path of the iconic, six-day Cradle Mountain Huts journey, this time with side trips where guests hike to the peak of the mountains along the way. These include the spectacular Cradle Mountain, Barn Bluff, Mt Oakleigh and Tasmania's tallest peak Mt Ossa, all of which offer some of the most outstanding views on the island. The rest of the walk takes in the misty sedgeland moors, glacial mountain lakes and rainforests, craggy peaks, button grass plains, alpine meadows and spectacular waterfalls of the region, ending on the banks of the clear, mirror-like Lake St Clair (Australia's deepest lake) on the final day.

'Climb Every Mountain' includes accommodation in private huts exclusive to the company, where hot showers, drying rooms for damp boots and cosy heating comfort weary guests at the end of the day. Hearty three-course dinners created in consultation with well-known Tasmanian chef, Daniel Alps, are also included, along with fine Tasmanian wines. The price also includes return transfers between Launceston and the walk base, a boat transfer across Lake St Clair, and two professional guides. The 'Climb Every Mountain Adventure Walk' is limited to a group of ten and starts from \$2,850 per person including GST. **W:** www.cradlehuts.com.au.

OPTIONS WITH ZERO GRUNT – MONA'S ART + ENVIRONMENT



A MONA Pavillion & Tasmanian Air Adventures

MONA's Art + Environment package will satisfy travellers seeking an arts + culture adventure and some thrilling experiences with minimal/zero grunt. The 3 – 4 night package makes booking one's next stay in Hobart a breeze by tying in accommodation and experiential offerings. Think the best rates at Hobart's hotels, priority access to the latest exhibition, *Theatre of the World*, fast ferry tickets on the MONA ROMA, a minimum of 1 life changing attraction, complimentary Muse Chardonnay, and a 30% discount on a Theatre of the World catalogue. Prices vary depending on how much splurging one is prepared to do, with adventure (or environment as they call it) add ons including Bruny Island Cruises, the Tahune AirWalk and Tasmanian Air Adventures. The current packages end in September but MONA has plans to launch more. Watch this space. **W:** <http://mona.net.au/short-breaks>

- ENDS -

Travel to Tasmania

Travellers can fly to Tasmania on Jetstar, Virgin Australia, Qantas, Tiger Airways (from November) or Rex Airlines, or take the Spirit of Tasmania ferry from Port Melbourne (VIC) to Devonport (TAS).

Background Notes

Tourism Tasmania is a Tasmanian Government agency whose role is to lead the industry in jointly delivering marketing and development programs that drive benefits for Tasmania from domestic and international tourism.

Part of the wider Department of Economic Development, Tourism and the Arts, Tourism Tasmania links government and the private sector in marketing Tasmania's unique assets.

Tourism Tasmania's new strategic direction has been shaped by the recognition for the organisation to continue to change to meet the challenges of a new world in Tourism.

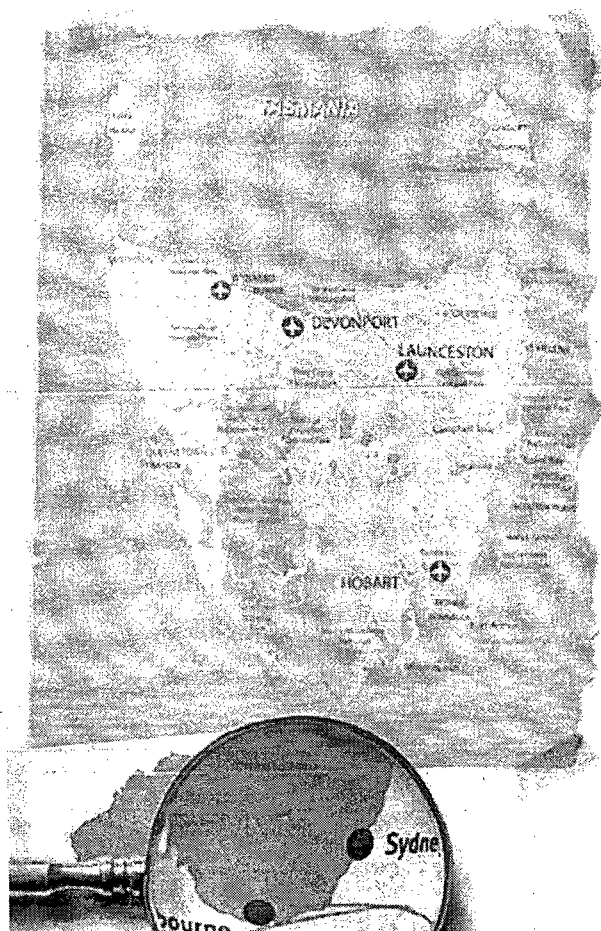
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Experience a getaway of luxury, adventure, wilderness, fine food and wine and boutique accommodation in Australia's southernmost state. Just an hours' flight from Melbourne and two hours from Sydney you'll find a host of new Tasmanian experiences on offer.



An inspiring new walking journey on the Tasman Peninsula

This exciting new multi-day walking experience on the Tasman Peninsula is set to open in November 2013. The five night/six day journey will take in the spectacular three capes of southeast Tasmania's Tasman National Park: Cape Huay, Cape Pillar, and Cape Raoul. The walk traverses rugged coastal scenery, tall eucalypt forests, blond sand beaches, and breathtaking sea-cliffs – amongst the highest in the world. The route is linked with a boat cruise, and there will be well-equipped walkers' cabins along the route.

www.parks.tas.gov.au

Henry's restaurant in the Henry Jones Art Hotel wins awards

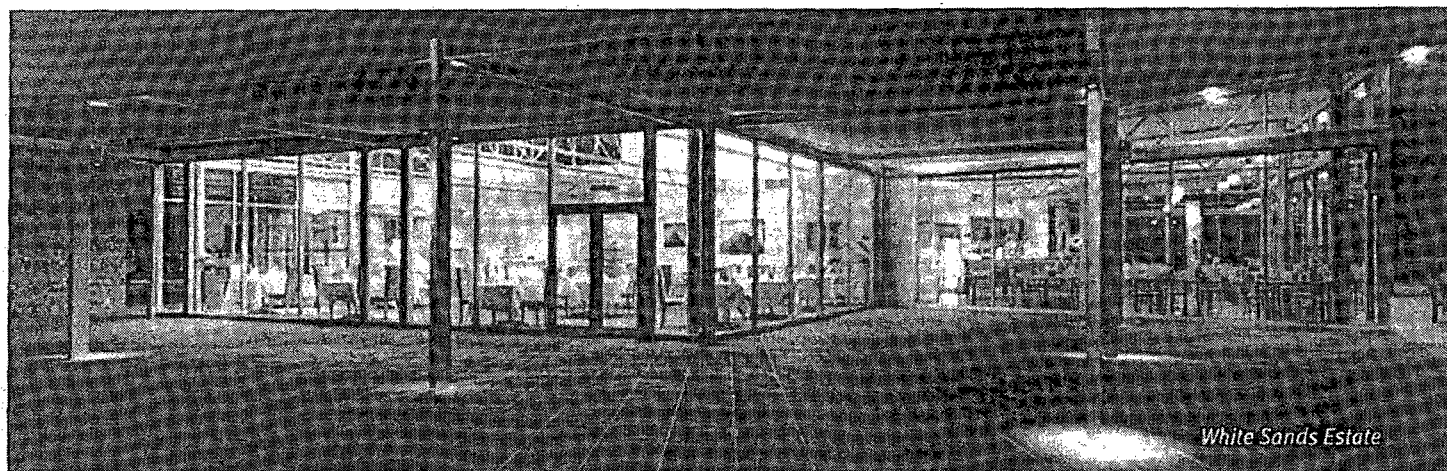
Wonderful Henry's restaurant, located on Hobart's waterfront in the sophisticated Henry Jones Art Hotel, has been awarded a prestigious Chef Hat by the Australian Good Food & Travel Guide. Henry's has also won a coveted Gourmet Traveller magazine Wine Glass in recognition of its exceptional wine list and pairing. The Australian Good Food & Travel Guide awards exceptional chefs for ingredients, taste, presentation, technique, value and consistency, and head chef Andre Kropp and his team are delighted to have their efforts in Henry's renowned kitchen recognised.

www.thehenryjones.com/experience/henrysrestaurant

discovertasmania.com



Tasmania



New luxury accommodation at White Sands Estate

White Sands Estate on Tasmania's gorgeous East Coast (between Bicheno and St Helens) is expanding. This picturesque holiday enclave, set close to the beach at Iron House Point, is adding 60 new hotel rooms and several luxury cabins, due for completion by mid-2013. White Sands features a boutique brewery, a funky bar and bistro, a fine dining restaurant and Tasmanian produce providore. There's also a cinema, a heated pool, a tennis court, a canoe lake, a private beach and boat ramp. The expansion adds to White Sands' current self-contained cabin accommodation, making it one of the premier places to stay on Tasmania's East Coast.

www.white-sands.com.au

Get away from it all in the heart of the city at Avalon Coastal Retreat

Set to be a sister property to Avalon Coastal Retreat and Rocky Hills Retreat on Tasmania's East Coast, Avalon City Retreat will soon offer visitors deluxe, environmentally sustainable accommodation in the heart of Hobart. This new concept in accommodation will see the installation of an architecturally designed pre-fabricated omnipod atop a 9-story office building in the centre of Hobart. The two-bedroom, two-bathroom pod will offer brilliant views over Hobart and the River Derwent, and will be a stylish, private retreat, high up in the city. Avalon City Retreat is set to open in December 2012.

www.avaloncoastalretreat.com.au

Craigie Knowe

Craigie Knowe, located on Tasmania's beautiful East Coast, was built in 1832 and recently renovated. This luxurious private retreat is offered on a whole-of-house basis, with three bedrooms accommodating up to six guests. Gourmet food baskets are available on request and guests may choose to have their own host, chef and winemaker to cook, educate and entertain. Surrounded by vineyards, Craigie Knowe is within easy reach of the Freycinet National Park and the historic townships and beaches of Tasmania's East Coast. The property is a 90 minute drive from both Hobart and Launceston.

www.craigieknowe.com.au

New luxury boutique accommodation - 28 Gates

A sixth generation family-owned grazing property dating back to 1862 is now offering the latest luxury boutique accommodation in the Derwent Valley, one hour's drive northwest of Hobart. Tucked away in a hidden valley on the property "Bloomfield", 28 Gates is a masterful conversion of farm buildings into a truly stylish place to stay. The house sleeps up to six guests in three smart double bedrooms and has extensive indoor and outdoor living spaces. This is a place of expansive views and rural peace: the perfect spot for an away-from-it-all holiday retreat, or a relaxing out-of-town weekend.

www.28gates.com.au



Be tempted on a Gourmania Food Tour

Visitors to Hobart are invited to discover a unique slice of local culture, urban history and Hobart's best food and wine on a new Gourmania Food Tour. These tasty new tours lead visitors on a foodie journey in and around Hobart where they are introduced to local cafes, providores, fine restaurants and the talented people behind them – sampling delectable Tasmanian food and wine along the way.

www.gourmaniafoodtours.com.au

Search for the Paranormal at Ghostly Port Arthur

Visitors seeking the scary and surreal can now go ghost hunting at the Port Arthur Historic Site, reputedly one of the most haunted locations in Australia. Thousands have already experienced the atmospheric Port Arthur Ghost Tours – now ghost tour enthusiasts can go one step further with a new Paranormal Investigations tour. During the tour, visitors are invited to use professional test equipment to try and detect the presence of ghosts and other paranormal activity. The investigations will be held monthly from February 2012, or are available as an exclusive group tour on request.

www.portarthur.org.au

Navigators cruise to Port Arthur from Hobart's heart

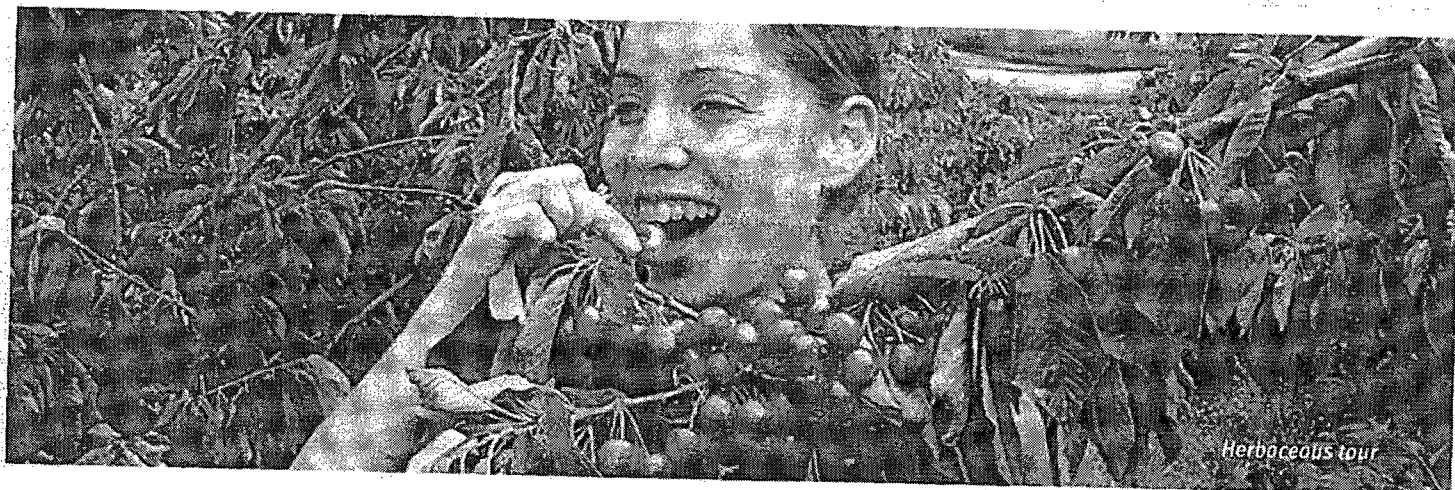
Visitors can now take a full day cruise to the UNESCO World Heritage site at Port Arthur (and back) from Brooke Street Pier in the heart of Hobart's waterfront. This journey offers awe inspiring scenery, fascinating history and a true taste of Tasmania's rugged coastlines where you can spot local sea life, and wonder at the towering cliffs of Cape Raoul.

www.navigators.net.au

Tasmanian Air Adventures takes off from Hobart

This brand-new seaplane service based on the Hobart waterfront may be the most exciting way to get to Tasmania's most beautiful places. After the thrilling watery takeoff from Hobart's River Derwent, the service's eight seater DeHavilland DHC-2 Beaver flies either to Port Arthur, Wineglass Bay, or into the deep wilderness of the Gordon River on Tasmania's West Coast. Shorter sightseeing flights include transfers to Tasmania's latest attraction, MONA (museum of old and new art), as well as hotel transfers and custom charter flights.

www.tasmanianairadventures.com.au



Take a delicious herbaceous tour

These unique tours take visitors through the farm gate to meet a diverse group of farmers, providores and producers of fine Tasmanian food and wines – and to taste their delicious produce and learn how it is lovingly provided. Get to know makers and growers of sheep and goat's cheese, saffron, honey, mushrooms, olives, organic beef, fruit wines, olive oil, ice cream – and more. Most of the facilities visited are working farms or factories that do not normally cater for visitors, making these tours a rare insight into growing the top-quality produce Tasmania is well known for.

www.herbaceoustours.com.au

Get high on vertigo

This is the ultimate mobile rock climbing wall and extreme air experience. Vertigo is a sensory adventure that not only allows up to forty different "rock" climbs, but also offers the best and safest way to experience the exhilaration of flight. Vertigo's Extreme Air attraction uses a highly engineered harness to attach you to a pneumatically driven slingshot, boosting you high into the air for an extreme aerial thrill.

www.vertigotas.com.au

Historic Low Head Pilot Station has a makeover

Situated in Northern Tasmania at the head of the Tamar River, the Low Head Pilot Station offers visitors a chance to stay at one of the oldest maritime historic sites in Australia. This newly upgraded heritage listed property now offers a number of accommodation options including a Queenslander-style homestead and cottages, which were once the abodes of lighthouse keepers and their families. Experiences in the area include penguin tours, the Low Head lighthouse, and museum. Accommodation at Low Head Pilot Station can be booked on wotif.com and lastminute.com.

See unique Tasmania with Unique Tassie Tours

Based out of Hobart, Unique Tassie Tours is a new boutique touring company that provides exclusive set tours to the Tasman Peninsula, as well as private charters to almost any Tasmanian destination. Small groups (minimum 2 guests, maximum 4 guests) visit some of Tasmania's most iconic locations, with gourmet Tasmanian food and wine to match.

www.uniquetassietours.com.au

Prestige Leisure Tours showcasing Tasmania's best

Based out of Launceston, Prestige Leisure Tours offers a new range of unique personalised adventures, blending delicious gourmet Tasmanian food and award winning Tasmanian wines with the natural beauty, heritage and culture that the state is famous for. Prestige Leisure Tours is a Tasmanian owned and operated family business, which takes pride in showcasing the very best of Tasmania.

www.prestigeleisuretours.com.au



Historic Shene Estate - Stables

New education & interpretation centre at Lake St Clair

Construction is due to start on a new Education and Interpretation Centre within Sleeping Water Lodge at Lake St Clair in Tasmania's Cradle Mountain Lake St Clair National Park in 2012. The new centre will strengthen Tasmania's offering of wilderness experiences and open it up to new markets of high-end education tourism.

www.parks.tas.gov.au

Launceston's Queen Victoria Museum and Art Gallery (QVMAG) reopens

The Queen Victoria Museum and Art Gallery (QVMAG) at Launceston's Royal Park has officially reopened following extensive renovations. The restoration work has returned the gallery to its original 1890s design. Ideal for exhibiting its impressive collection of Tasmanian colonial art, including works by renowned colonial artists Robert Dowling, William Gould and John Glover.

www.qvmag.tas.gov.au

Historic Shene Estate opens to the public

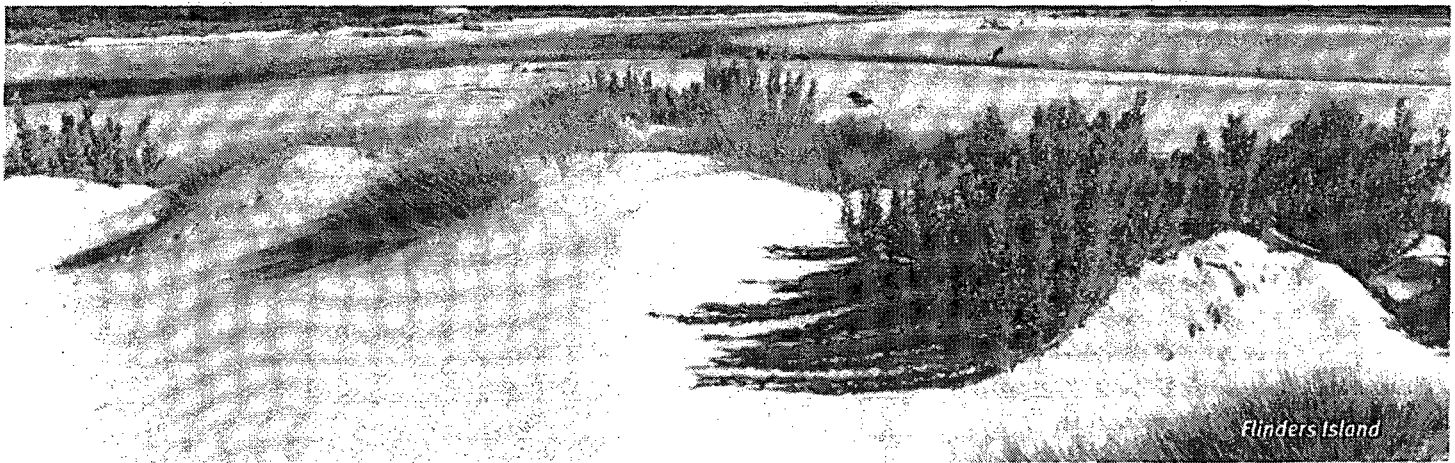
The iconic Shene Estate, located on Tasmania's Heritage Highway, 30 minutes drive north of Hobart has recently opened to the public for the first time, offering exclusive tours of the site. Settled in 1819 and privately owned ever since, Shene Estate has a fascinating history of convicts, free settlers, and the trials and tribulations of growing wheat to support markets in both Sydney and Hobart in Australia's very early history. The walking tours (which include a high tea) are led by the current owners, and give a personal insight into the history of the estate, its architecture, and the families who have lived here.

www.shene.com.au

Hatherley Birrell Collection opens in Launceston

Launceston's latest accommodation property has already been getting rave review from guests. The Hatherley Birrell Collection offers four modern suites, featuring a blend of contemporary and historic artwork, fantastic architecture and first class interior design. The collection includes Hatherley House, a grand 1830s mansion, now divided into two self-contained suites; and two additional apartments, one in a heritage listed 1901 Federation house and another designed and built in 2010. Northern Tasmania's newest luxury accommodation promises guests a highly individual and exceptionally stylish experience.

www.hatherley.com.au



Marion Bay House opens on Tasmania's southern East Coast

Marion Bay House is a new, secluded and luxurious three bedroom escape, created by award-winning Tasmanian architects. Sophisticated and welcoming, Marion Bay House has been born of the vision of its environmentally-aware owners, and of their reverence for the local landscape. Every space here reflects fine craftsmanship and contemporary European design that is crisp, modern and inviting. Located in the lush hills overlooking Marion Bay, the house is a 35-minute drive from Hobart airport and less than an hour from Hobart city.

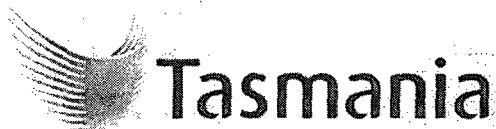
www.marionbayhouse.com.au

Flinders Island's new clean green airport shuttle

You can now begin and end a holiday sojourn on Flinders Island with a clean-green conscience, thanks to a new sustainable vehicle offered by Flinders Island Car Rentals. The new airport shuttle service provides pollution free transport for both visitors and residents of the island – ensuring that the pristine conditions on Flinders Island are preserved for future generations. Flinders Island is the largest of more than 52 islands in the Furneaux Group which is located between Wilson's Promontory, Victoria and Cape Portland, Tasmania. Set amongst superb natural beauty, the island has a welcoming and friendly community and a fascinating history.

www.ficr.com.au

Factsheets are available from the Tourism Tasmania booth or online at www.tassietrade.com



Tasmania stars with Willem Dafoe in *The Hunter*:

DVD and Blu-Ray Release July 3, 2012

Movie-inspired microsite and travel package from CAN\$2,616

Hobart, Australia (July 2, 2012) Shot entirely on location in Tasmania, Australia, the Psychological thriller *The Hunter*, starring Willem Dafoe, Sam Neill and Francis O'Connor and will be released on DVD and Blu-Ray in Canada Tuesday, July 3, 2012. The Tourism Tasmania companion microsite www.discovertasmania.com/thehunter provides viewers with exclusive behind-the-scenes videos and shoot location information, showcasing the film's location in Australia's Natural State.

Dafoe plays a skilled mercenary hired to obtain the genetic material of the Tasmanian tiger, which many presume is extinct. Disguised as a scientist, he journeys deep into the Tasmanian Wilderness, far from his home base, a farmhouse owned by a grieving widow and her two children. As Dafoe's character becomes increasingly close to the family, he is led down a path of unforeseen dangers that complicates his mission.

Alongside Dafoe, Tasmania's iconic wilderness shares the screen with equal billing. Locations include the World Heritage Listed Cradle Mountain Lake St. Clair National Park, the majestic Mt. Wellington that dominates the Hobart skyline, the beauty of Mt. Field National Park and the dramatic cliffs of the Great Western Tiers.

Follow in the footsteps of *The Hunter* and experience the grandeur of Tasmania's wilderness with Aspire Down Under's seven-day self-drive escape. Start in Launceston and finish in Hobart, visiting Cradle Mountain and Strahan, the gateway to the remote West Coast and the UNESCO World Heritage Tasmanian Wilderness, which celebrates its 30th anniversary in 2012. Stay in boutique accommodations, savor the finest in local produce and award-winning wines, come face-to-face with the island's unique wildlife and discover the unique convict heritage of Tasmania.

Aspire Down Under Tasmanian Wilderness Package from CAN\$2,616 per person, double occupancy (includes airfare)

Package inclusions:

- Round-trip Qantas Airways flights Los Angeles to Melbourne
- Domestic Qantas Airways flights to Tasmania (into Launceston, out of Hobart)
- Seven nights in 3.5 star Bed & Breakfast or Lodge accommodation
- Breakfast daily
- Seven days medium automatic car rental
- All airport taxes and airline fuel surcharges

The package price is per person based on double occupancy from Los Angeles for departures July 15 - September 21, 2012. A supplement of \$250-\$500 per person

applies for travel outside of these dates. Add-on fares from other Canadian cities are available upon request.

Visit www.discovertasmania.com/TheHunter for more information on Tasmania, order a FREE TK Holiday Guide, *The Hunter* and travel packages inspired by the film.

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Tourism Tasmania is a Statutory Authority operating under the *Tourism Tasmania Act 1996*, and is part of the Department of Economic Development, Tourism and the Arts. The Department works to enhance Tasmania's economic, environmental and social wellbeing, both now and in the future, through the best use of Tasmania's natural and cultural assets and activities.

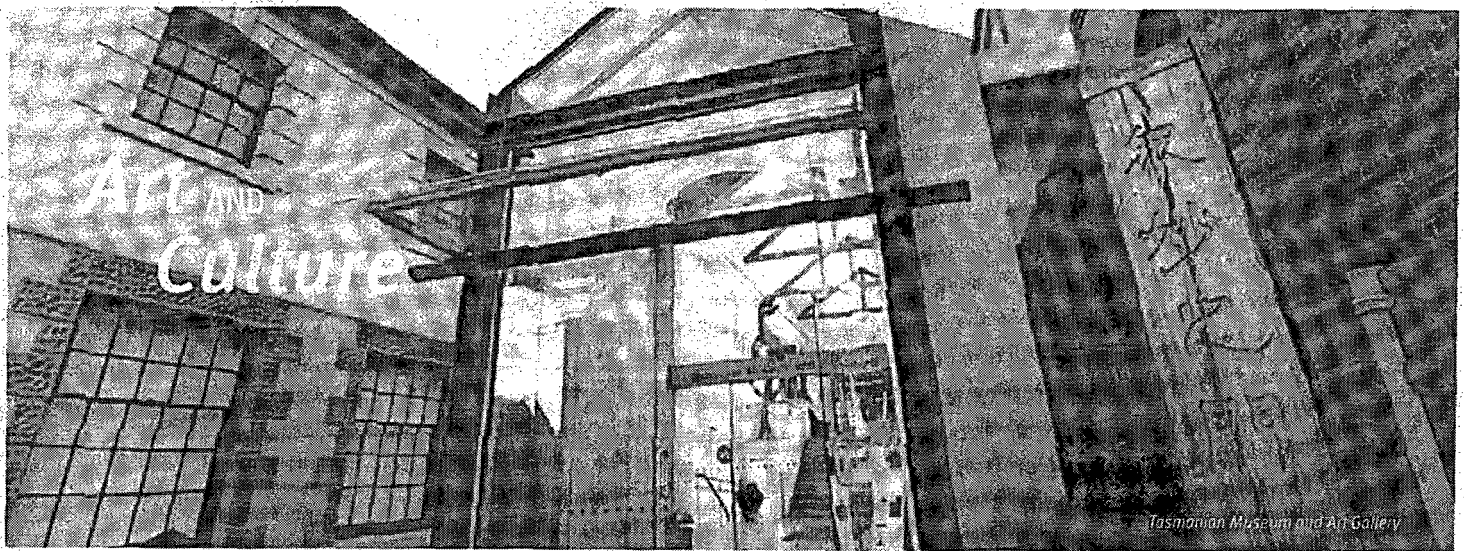
Tourism Tasmania's role is to "lead the industry to jointly deliver marketing and development programs that drive benefits for Tasmania from domestic and international tourism". Tourism Tasmania fulfils this role through the integrated activities of its business units: Marketing and Commercial Operations, Strategy and Operational Performance, Infrastructure and Industry Development, Office of the Chief Executive, and Events Tasmania.

Tourism Tasmania works closely with the tourism industry to build the State's position as a must-visit destination for domestic and international visitors, as well as encourage Tasmanians to holiday at home.

Tourism Tasmania is also working to build beneficial partnerships with traditional and non-traditional partners and to broaden the depth and reach of the Tasmanian brand message.

Internationally, the organisation has marketing and/or public relations representatives in New Zealand, North America, the United Kingdom, Europe, Singapore, Japan and Hong Kong.

Contact Ruth Dowty
Head of International Relations
Tourism Tasmania
Phone: +61 3 6230 8173
Email: Ruth.Dowty@tourism.tas.gov.au



Ask someone what comes to mind when they think of Tasmania and there is a good chance the first thing they'll mention is the wilderness. This is not surprising when almost half of the state is ancient World Heritage Wilderness, national parks or forest and marine reserves. Some people might also mention Tassie's rich colonial and convict heritage. What is less well known is that there's been a quiet cultural revolution going on in Tasmania. Tasmania, the destination, is changing. Against the well-known background of natural beauty and rich history, a new Tasmania is emerging; one that puts a high value on cultural and artistic endeavours. In Tasmania old world charms are mixing with a new world vision.

Tasmania is an island of inspiration for local artisans and there is a thriving and vibrant art and culture scene with galleries, markets and Australia's largest private museum of art and antiquities at MONA Museum of Old and New Art which opened in January 2011. From King Island and Stanley to Bruny Island people have found Tasmania the perfect place to practice their skills and talents, whether it be crafting a handmade cheese, harvesting the plumpest oysters, writing a best-selling novel or designing an award-winning coastal getaway that treads lightly on the landscape.

MONA Museum of Old and New Art

MONA Museum of Old and New Art opened in January 2011 on the River Derwent just north of Hobart. It houses a diverse collection that ranges from ancient Egyptian mummies to some of the world's most infamous and thought-provoking contemporary art. At a cost of \$US72 million, its location on the River Derwent just north of Hobart, the building's subterranean design and the owner's unconventional and challenging curatorial approach make it a must-see for any visitor to Australia. The collection is currently valued at \$US96 million.

The MONA Museum of Old and New Art has three levels cut into the triassic sandstone of the river bank and includes 5,700 square metres (61,354 square feet) of gallery space, of which 1300 square metres (14,000 square feet) are touring galleries built to international museum standards.

MONA is the only Australian experience that offers visitors a vineyard setting within a 15-minute drive of an Australian capital city, on-site accommodation, world-class fine dining, cellar door tastings, micro-brewery tours, heated pool, sauna and gymnasium, an all-year events program and an internationally significant museum with a café and museum shop. It also offers travellers a new reason to visit Tasmania.

In addition, MONA has eight pavilions featuring ancient and contemporary art (and bits in between), all furnished by leading local and international designers. Each pavilion has its own distinct character and is named after an artist or architect that had an impact on its design.

Entry to the MONA Museum of Old and New Art is free. Itinerary options include a MONA fast catamaran service from the Hobart waterfront or MONA-ROMA mini-bus transport with lunch and curator-led tours, overnight packages with indulgence, wine and food experiences and tailored museum and architectural tours.

Trade inquiries to Andrew Stack: andrew@moorilla.com.au
www.mona.net.au



Tasmanian Museum and Art Gallery

The Tasmanian Museum and Art Gallery (TMAG) collects, preserves, researches, interprets, displays and safeguards the natural and cultural heritage of Tasmania. The Museum is one of the few in the world to combine a history and science museum, art gallery and herbarium and provide free entry to more than 350,000 people a year. Highlights for visitors include the award-winning Tasmanian Aboriginal exhibition Ningennah Tunapry, and the Islands to Ice: Antarctica and the Southern Ocean exhibition.

As well as strong Aboriginal and Antarctic exhibitions, TMAG boasts galleries housing outstanding collections of colonial artists such as John Glover, Medals and Money (numismatics gallery) and Tasmanian fauna, including the mysterious Thylacine (Tasmanian Tiger).

TMAG has a world-class Learning and Discovery program allowing opportunities for education professionals and tourism operators to provide an enhanced visitor experience. The Museum has also embarked on an ambitious redevelopment of the site to allow it to build on its strength as Tasmania's preeminent cultural and scientific institution.

The collections are housed in a precinct boasting the most significant group of historic buildings in Australia and is of continued importance for Aboriginal Tasmanians.

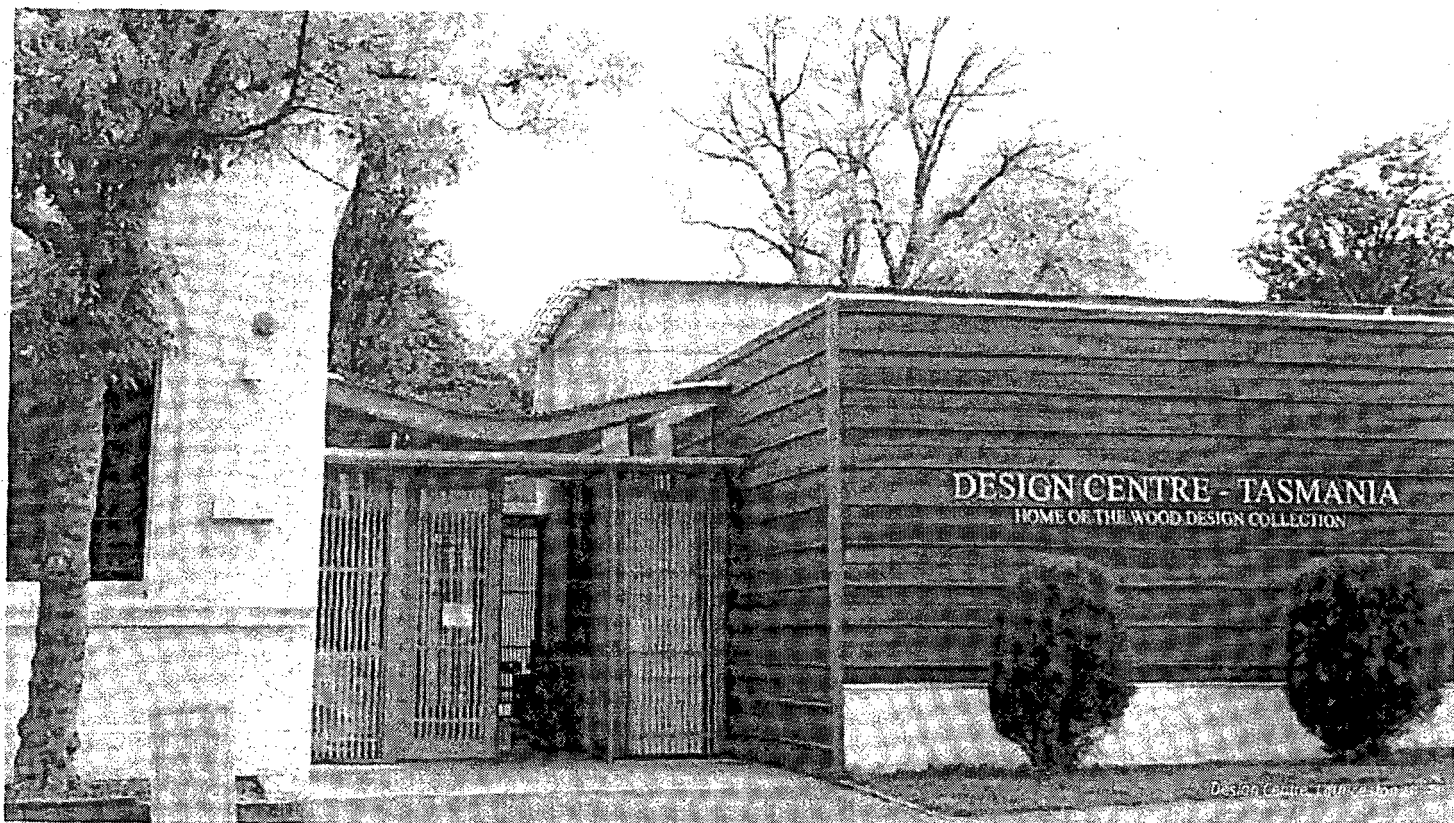
www.tmag.tas.gov.au

Queen Victoria Museum and Art Gallery

The Queen Victoria Museum and Art Gallery (QVMAG) in Launceston is Australia's largest regional gallery. The QVMAG enjoys a national profile for its collections of Australian colonial art, decorative arts and design, Tasmanian history, and natural sciences. It is located on two sites - Royal Park and Inveresk. The Royal Park site was purpose-built in 1891 and is one of Australia's oldest museum buildings.

Currently closed for a significant heritage refurbishment, it will re-open as a dedicated art gallery in 2011. The Inveresk site, opened in 2001, was once the Launceston Railway Workshops. The original structure has been incorporated into a striking contemporary architectural design that features world-class galleries and exhibition spaces. Inveresk also features the Phenomena Factory, Australia's newest and most exciting free-entry interactive science centre, providing hands-on, minds-on, curiosity-on science education for kids of all ages. Inveresk also now has the upgraded Launceston Planetarium and Space Gallery, relocated from its original Royal Park site. This and other exciting projects will reshape the future identity of the QVMAG, define its sites and introduce new programs.

www.qvmag.tas.gov.au



Wood Design

Tasmania has a variety and quality of indigenous timbers unequalled in Australia and the world. Huon pine, King Billy pine, celery top pine, sassafras and myrtle are just a few of the iconic timber special species native to the island and unavailable elsewhere.

As a consequence, Tasmania has become a magnet for designers interested in working with wood. The concentration of craft and design practitioners (as opposed to artists practising in other media) is higher in Tasmania than elsewhere in Australia.

The Design Centre in Launceston is a not-for-profit organisation aiming to support local artists and showcase Tasmania's speciality species timbers to the world. It features installations, one off pieces and commissions, all of which are for sale.

www.designcentre.com.au

smARTmap Tasmania

smARTmap Tasmania is a new online guide to the Tasmanian art scene. It introduces and directs visitors to the extraordinarily rich and diverse range of arts experiences that can be found all over Australia's only island state – ranging from galleries and shops to Aboriginal arts and craft, music, literature, museums and collections, and performing and visual arts. The site allows visitors to search for arts experiences both by art form and specific disciplines, and by region. Keen arts goers can build a wish list of places to visit and create an itinerary and map of where to go.

www.smartmaptas.com.au

ArtBikes

In keeping with Tasmania's clean, green and outdoors image, ArtBikes is the newest way to explore Hobart's art and culture scene. Launched in December 2010, visitors can jump on a bike, free of charge, and pedal their way around the many arts and cultural spots of Hobart using their 'smARTmap' as a guide. Bike lanes criss-cross the city centre and custom designed ArtBike racks will be at many of the stops. ArtBikes are available for pick up from Arts Tasmania at 146 Elizabeth Street and from the Tasmania Museum and Art Gallery at 40 Macquarie Street. To hire a bike, a visitor just needs to have ID - a credit card or passport - and a sense of adventure.

www.arts.tas.gov.au



Saffire - Freycinet

Saffire-Freycinet, a US\$30 million resort near Coles Bay on the Freycinet Peninsula, opened in June 2010 and has a distinct design. Designed by award-winning Tasmanian architects Morris Nunn and Associates, the buildings are conceptually organic, reflecting the surrounding environment.

The roof is made from curved Tasmanian wood beams, built in a ribbed structure with ply overlay which forms a smooth underlay for the Polymeia membrane. Although complex in concept, the build and look of the roof present a very simple view without dominating the entire structure. The glass used has a very low percentage of reflectivity, allowing for maximum impact when viewing the surrounding coastal beauty both during the day and at night.

The interior design for Saffire by Chhada Siembieda is inspired by the natural environment, a pristine coastal landscape. The base palette of materials – stone and timber – closely relates to the landscape with colours, hues and textures that create an almost seamless feel between the inside and outside. Among the custom designed and crafted furniture are original, classic contemporary pieces by luminaries such as Ray and Charles Eames.

Each luxuriously appointed suite has been designed to maintain utmost privacy while taking in the views and natural light. Inside you will find the highest quality in finishes with an eclectic mix of classic and contemporary furnishings providing a distinct feeling of coastal freedom unique to Saffire.

www.saffire-freycinet.com.au

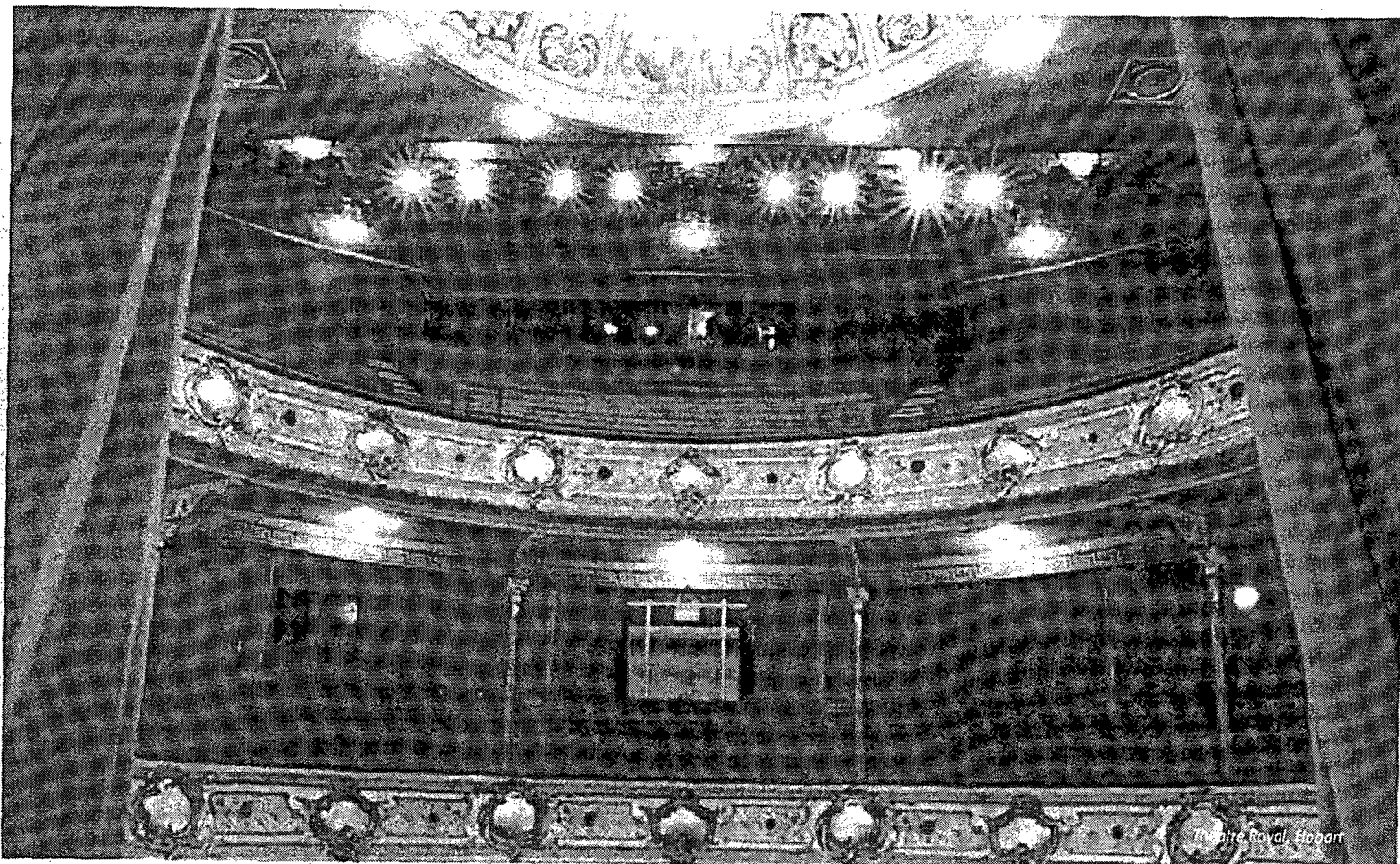
Performing Arts

The Tasmanian Symphony Orchestra

Founded in 1948, the Tasmanian Symphony Orchestra (TSO) is Tasmania's flagship performing arts organisation. A leader in music of the Classical and early Romantic periods, the TSO enjoys a high profile nationally and internationally through its world-wide broadcasts and award-winning recordings.

Resident in Hobart's purpose-built Federation Concert Hall, the TSO has a full complement of 47 musicians. German-born Sebastian Lang-Lessing has been the orchestra's Chief Conductor and Artistic Director since 2004. Declared a Tasmanian Icon in 1998, the TSO enjoys a high level of support in the Tasmanian community. Concert seasons are presented in Hobart and Launceston, and regular tours are made of Tasmanian regional centres.

www.tso.com.au



Tasdance

The Launceston-based ensemble presents its work to audiences throughout Tasmania, in regional centres and capital cities interstate and, more recently, at international festivals. Tasdance has commissioned work from many distinguished Australian choreographers including Nanette Hassall, Leigh Warren, Natalie Weir, Sue Healey and Paul Mercurio and has nurtured the development of choreographers such as Neil Adams, Sandra Parker and Anna Smith. Each year, Tasdance creates a major theatre season that includes the work of various Australian choreographers. These productions show the broad spectrum of choreographic approaches and styles of contemporary dance.

www.tasdance.com.au

Tasmanian Classical Ballet Company

The Tasmanian Ballet Company provides an official state-wide performing classical ballet company showcasing all major ballet productions (for example, Swan Lake, The Nutcracker) as well as local choreography. The Company has a focus of classicism, and as such appeals to a wide audience. The Company is committed to making high quality classical ballet accessible to all Tasmanians, especially those living in regional areas of the state.

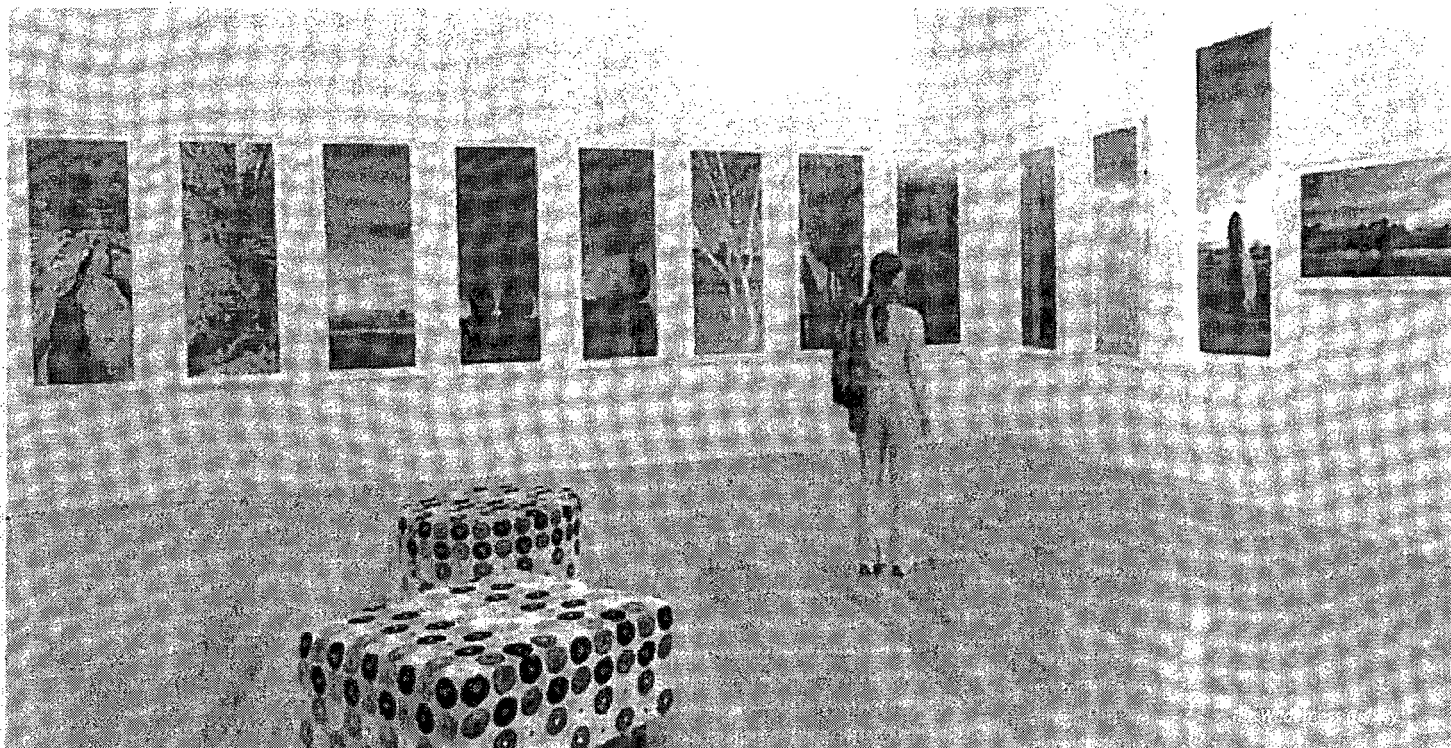
Each performance season the Company contracts between nine and 12 professional ballet dancers, in addition to the Choreographer and Ballet Master.

www.tasmanianballet.com.au

Theatre Royal, Hobart

Hobart's Theatre Royal is Australia's oldest working theatre. Today, the Theatre Royal is a living centre for the performing arts, presenting an annual program of live theatre, contemporary music, dance and entertainment.

www.theatreroyal.com.au



Theatre North, Launceston

Based in Launceston, Theatre North brings quality performing arts and entertainment to the northern Tasmanian community. Theatre North presents an annual season of productions from around Australia and supports the development of locally-produced theatre and dance.

www.theatrenorth.com.au

IHOS Music Theatre and Opera

IHOS (Greek for "sound") is a performing arts company with an international reputation for original music-theatre and opera. Works are multicultural and multilingual, blending voice, dance and sound with installation art and digital technology.

www.ihosopera.com

Regional Arts

Burnie Makers Workshop

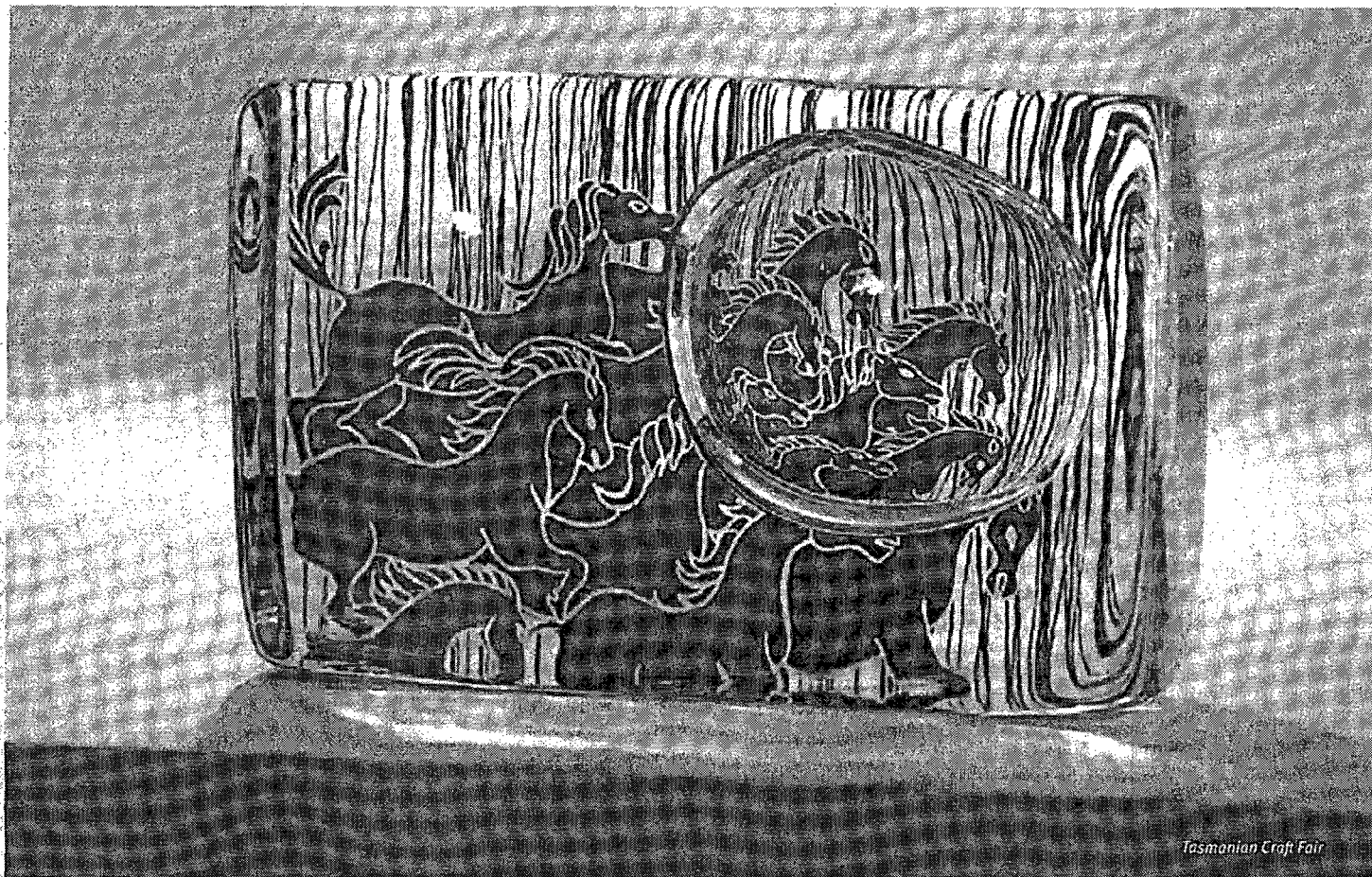
A place that honours Burnie's history, makers, innovators and artists. Part contemporary museum, part arts centre and visitor information centre, you can shop for interesting locally made gifts or check out the latest Tasmanian exhibition in the gallery. You can try your hand at making paper and depending on the day, there may be one or several makers working on site for you to chat to.

www.discoverburnie.net

The Wilderness Gallery

The Wilderness Gallery, a unique purpose-built showcase for environmental photography, is located at Cradle Mountain, adjacent to Pure Tasmania's Cradle Mountain Chateau. Beautiful and dramatic images from photographers based in Australia and around the world will excite your imagination, lift your spirits and expand your horizons.

www.wildernessgallery.com.au



Deloraine

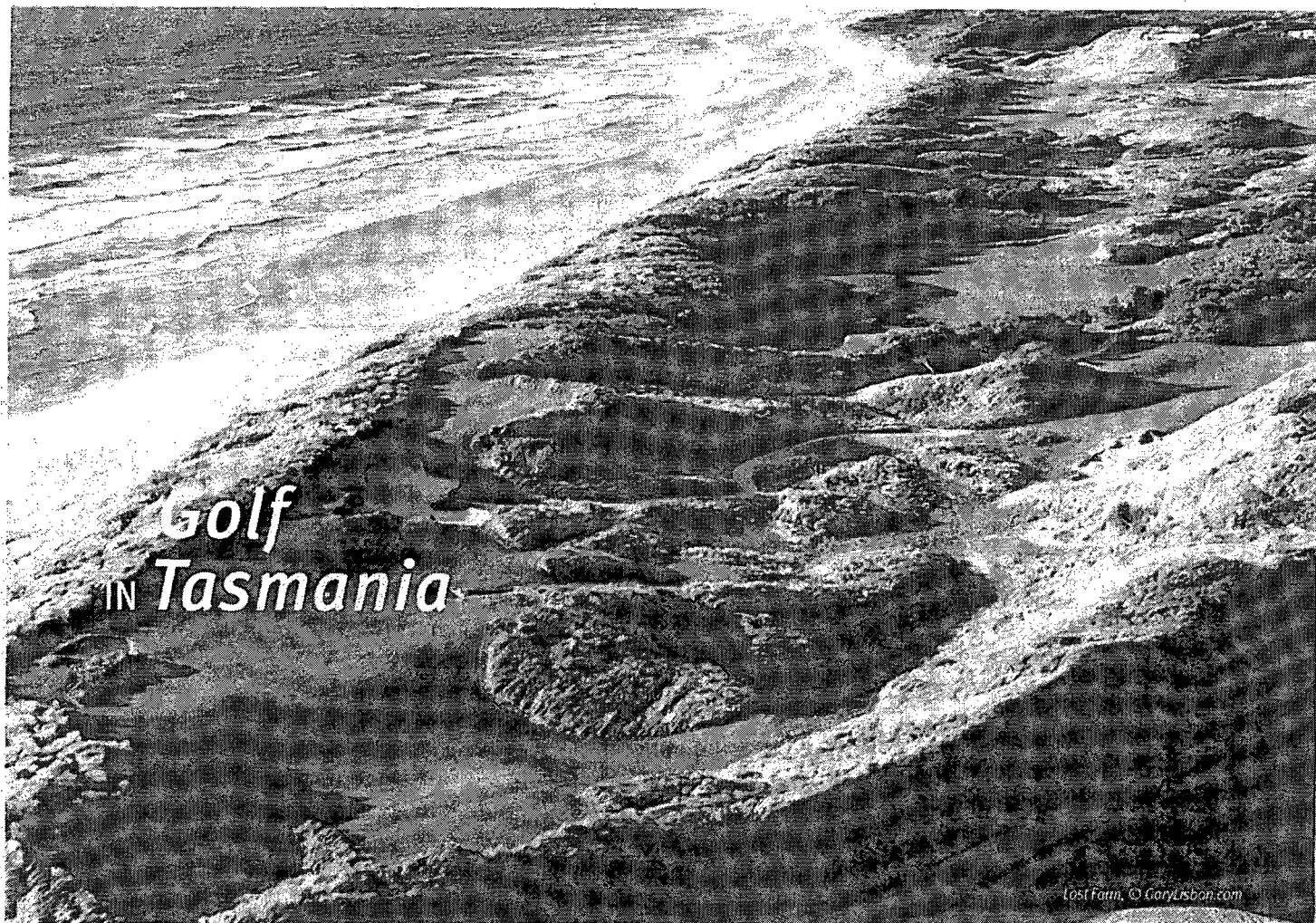
Deloraine is a delightful rural town set in the foothills of the Great Western Tiers mountain range in Tasmania's north. The Tasmanian Craft Fair, Australia's biggest working craft fair, is held here during early November. Here you can try your hand at candle wicking, watch as kites and kaleidoscopes are crafted before your eyes and talk to the creators of fine silkscreen paintings, woodcarvings, lead lights, and hand-blown glassware. However, at any time of the year you'll find a wide selection of fine arts and crafts at the many local galleries.

www.tascraftfair.com.au

Richmond

You'll get the most out of Richmond by wandering its streets. Artists and craftspeople have been drawn to the town for generations, and you'll find examples of their work in galleries and cafes. Browse the many delightful craft shops, galleries, elegant design shops, food and wine stores.

www.richmondvillage.com.au



About 20 per cent of Tasmania is World Heritage Area. But not all of the green found in the state belongs to ancient forests. Travelers are also packing woods and irons for their adventures to Australia's island state. With sweeping seaside links bordered by surf beaches – the emerald fairways and velvet greens of championship 18-hole courses – spectacular cliff-top holes with wide ocean views – these are just some of the experiences that bring keen golfers from around the world to follow their passion in Tasmania.

Australia's first round of golf was played near Hobart in the 1820s. Tasmanians now are spoiled for fairways and claim more courses per capita than anywhere else in the country. Today, the island has more than 80 golf courses, most run by clubs and a sprinkling of public courses too. No matter which fairway you tee off from, there will be a warm Tasmanian welcome waiting.

Excellent 18-hole courses include the championship courses of Royal Hobart, Tasmania Golf Club, Kingston Beach and Claremont in the south, and Launceston Country Club, Devonport and Ulverstone in the north. Tasmania also offers some of the most spectacular golfing backdrops. The magnificent Bambougle Dunes and Bambougle Lost Farm Links near Bridport, are both true seaside links in the authentic Scottish style and are widely acclaimed as two of the nation's finest golfing experiences.

Find layouts with scenic seaside greens on King Island and the Tasman Peninsula – get it wrong from the spectacular cliff top tee at the Tasman Club's par-3 eighth at Storm Bay, near the Port Arthur convict settlement, and bid adieu to your ball as it disappears into a rock gorge then kamikazes to the ocean far below. At the Tasmania Club in Hobart, tee-off on the challenging third hole, modeled on the famous 18th at Pebble Beach. The Claremont Golf Course, on a scenic peninsula jutting into the River Derwent, has views of the river and Mt. Wellington from all nine holes.



Top-ranked Bambougle Dunes and Bambougle Lost Farm

Bambougle Dunes is a links course on the north-east coast of Tasmania. It is sculptured between dunes rising from Bass Strait and a sprawling farm. The clubhouse is set on a dune between the 9th and 18th greens and the deck reaches for the nearby beach.

The course has been described as a work of art, designed by the famed Coore and Crenshaw team. Since it opened in 2005, Bambougle has been ranked as the number one public-access course in Australia and the seventh-best public access course in the world. US Golf Digest ranked Bambougle number 35 in the world.

The adjacent second course, the Lost Farm, is on the opposite bank of the Forester River and designed by the same winning team as the first links. It has been described by Bill Coore "as good, if not better" than the site of the first course. This second course is also open for public access. There is course-side accommodation – a lodge-style retreat of approximately 60 rooms.

Both links were developed by Bambougle Dunes and The Lost Farm owner Richard Sattler with strong support from close friend and business associate Mike Keiser. Keiser is a Chicago businessman and owner of Bandon Dunes Golf Resort in Oregon.

www.bambougledunes.com; www.thelostfarm.com.au

Australia's Oldest Golf Course

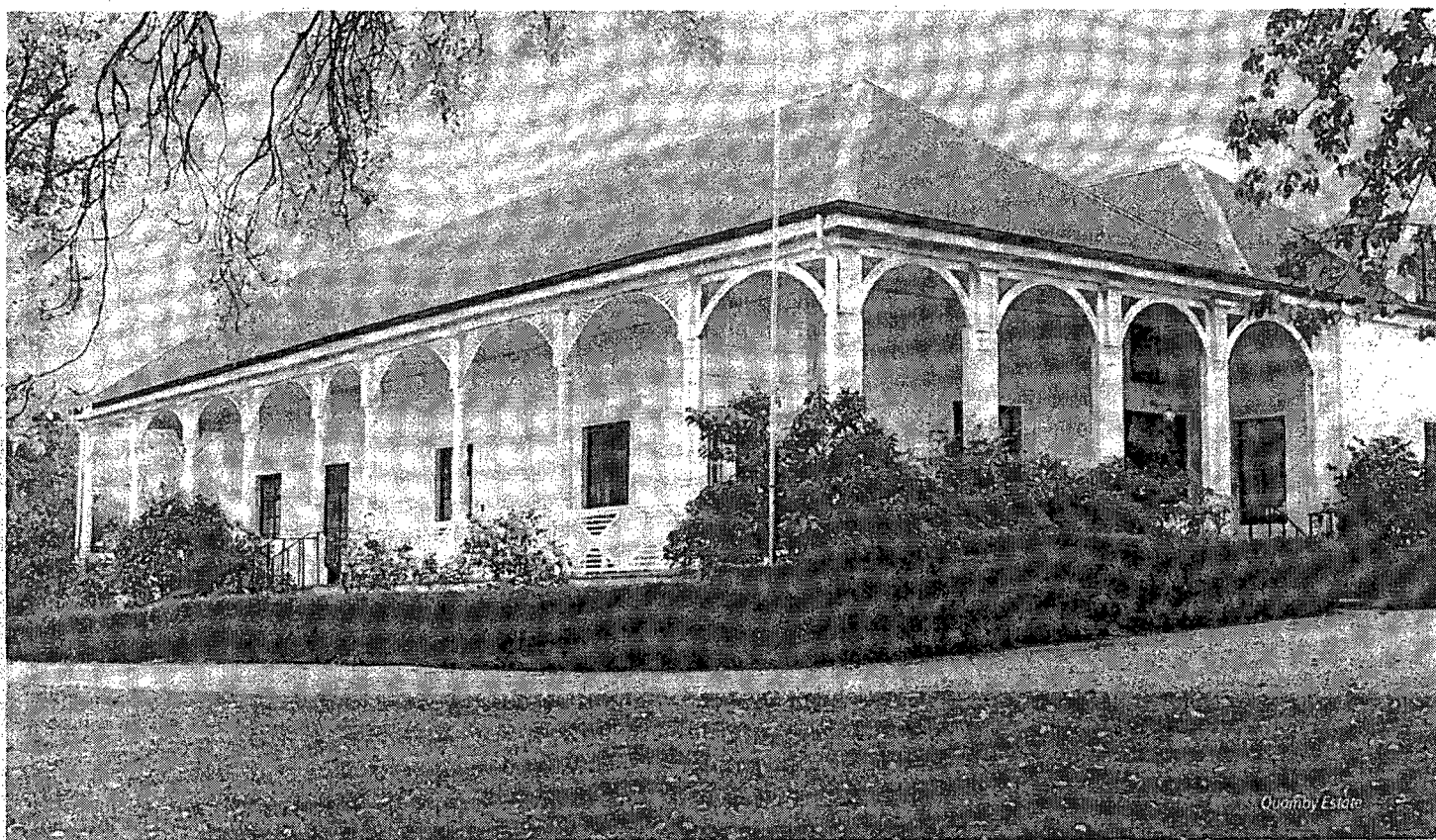
The Ratho Golf Links at Bothwell on Tasmania's central highlands/central Tasmania were first enjoyed by the pioneering Reid family, who emigrated from Scotland in 1822. Ratho is Australia's oldest golf course and the oldest outside of Scotland.

Several quirky features on the original holes of note are: Bunkers, 'hazards' such as hedges, vegetable gardens, rock walls, irrigation canals, and sheep yards will be put into play.

Visitors can play a round with hickory clubs. There is also the timeless appeal of great short holes.

The developer of Ratho was involved in the creation of Bambougle Dunes and the aim is to deliver a similarly memorable and relevant experience – through the historical integrity, charm, and challenge of the golf holes.

www.rathogolf.com



Luxury, Golf and Heritage at Quamby

Quamby near Launceston in the state's north is one of Tasmania's most prestigious and historically important properties. Built between 1828 and 1838, Quamby was for several years the home of a premier of Tasmania but now is a suitably grand luxury lodge.

The groomed 9-hole course is lined with English ash, elms, hornbeams and ancient oaks, some more than 100 years old. The fairways have magnificent views to the Ben Lomond Ranges in the east and the Great Western Tiers to the south. Other considerable assets include the nine lakes, cascades, creeks and three challenging Scottish-style bunkers. The beautifully groomed bunkers are from specially refined Scottsdale sands and are a major feature of the course. The 8th hole (576 meters/630 yards) is the longest par 5 in Tasmania.

The original manager's office and home, circa 1850, are now the club house. This Georgian-style building is complemented by an adjoining bar for golfers and guests. Clubs and buggies are available for hire and caddies available on request.

Five rooms are available for guests but Tasmanian heritage architect David Denman and interior designers Pike Withers recently restored of the homestead wings and out buildings. There are now 17 rooms at this luxury lodge. Standard and deluxe accommodation packages are available.

www.quambyestate.com.au

Highest Golf Course in Australia

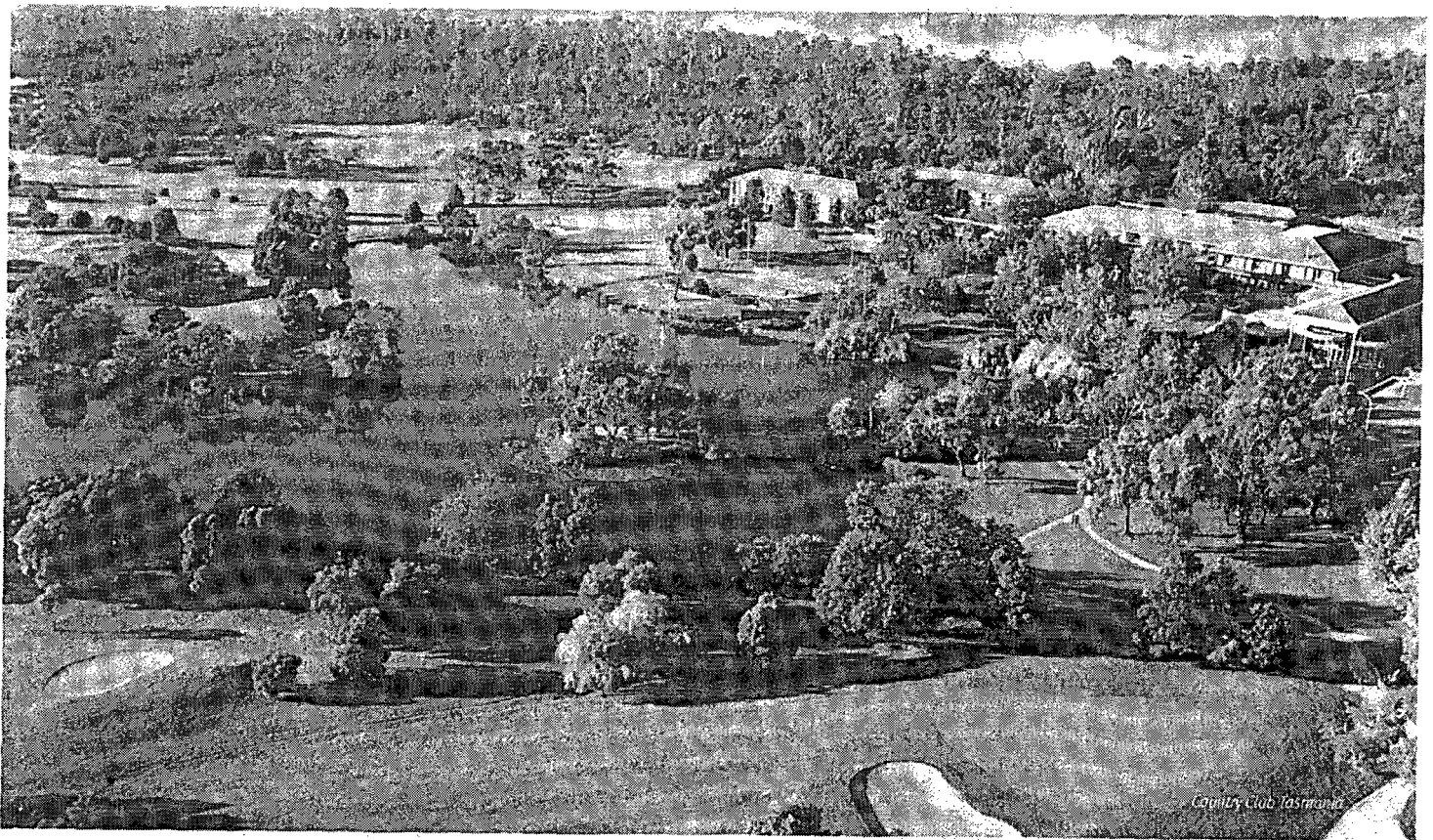
It is just an eight-minute walk from the remarkable Tarraleah Lodge to one of the highest golf courses in Australia. This isn't a championship course but one for those who delight in the sheer enjoyment of the noble game.

This beautiful course, some 60 years old, wends through the mature gum trees which tower over the fairways. All nine of the beautiful holes are kept manicured with the help of the resident wallabies. There are plenty of kookaburras too who, if their timing is right, will laugh at every one of your playing partner's shanks.

After the golf you can return to the Lodge to ponder the round (as well as the nearby trout fishing) while soaking in a cliff top hot tub. Or soak up the atmosphere of the Library Bar. It boasts a selection of more than 200 fine malt whiskies from around the world.

The Lodge and the Tarraleah is 70 miles, or a two-hour drive, north-west of Hobart.

www.tarraleahlodge.com



City Golf Course

Country Club Tasmania near Launceston has an 18-hole golf course, designed in 1982 by renowned golf course architect Mike Wolveridge and British Open champion Peter Thomson. Challenging fairways, water hazards and fast greens feature on this meticulously maintained course. Coaching is available from a resident pro. There is a fully-stocked pro-shop with equipment and motorized carts available for hire and purchase. The course is open seven days a week.

There is a selection of first-class course-side accommodation; from beautifully appointed manor suites, deluxe rooms to self-contained 1, 2 and 3 bedroom villas. Country Club Tasmania's Terrace Restaurant is one of the finest in the state.

www.countryclubtasmania.com.au

Tasmania's Golf Champion -- Mat Goggin

Tasmanian golfer Mathew Charles Goggin was born on June 13, 1974 in Hobart, Tasmania. As an amateur, Goggin won the 1995 Australian Amateur, played at Huntingdale Golf Club in Melbourne, Victoria, finishing 2 & 1 over American Jamie Crow. He also won the 1995 Tasmanian Amateur, played at Seabrook Golf Club in Wynyard, Tasmania, over fellow Tasmanian Peter Toogood.

Goggin is currently a member of the PGA Tour. His best PGA Tour year-end money list finish was in 2008 when he finished in 40th. Before playing in the United States, he played in Europe. He was a member of the Challenge Tour in 1996 and played on the Challenge Tour and the European Tour in 1997. He was also a member of the European Tour in 1998. He also played on the PGA Tour of Australia.

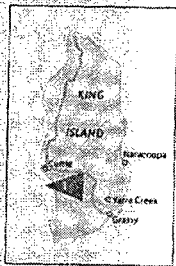
Nationwide Tour Victories:

(4) 1999 NIKE Lehigh Valley Open, NIKE Omaha Classic, 2011 Panama CLARO Championship and Preferred Health Systems Wichita Open
International Victories:

(2) 1996 Dutch Open and 1998 Australasian Tour Championship

Current Best Nationwide Tour Finishes:

(1) Panama CLARO Championship, Preferred Health Systems Wichita Open; (2) South Georgia Classic Presented by First State Bank and Trust Company; (T4) Fresh Express Classic at TPC Stonebrae; (T6) Nationwide Children's Hospital Invitational and (T8) News Sentinel Open Presented by Pilot



Australasian Golf Museum, Bothwell

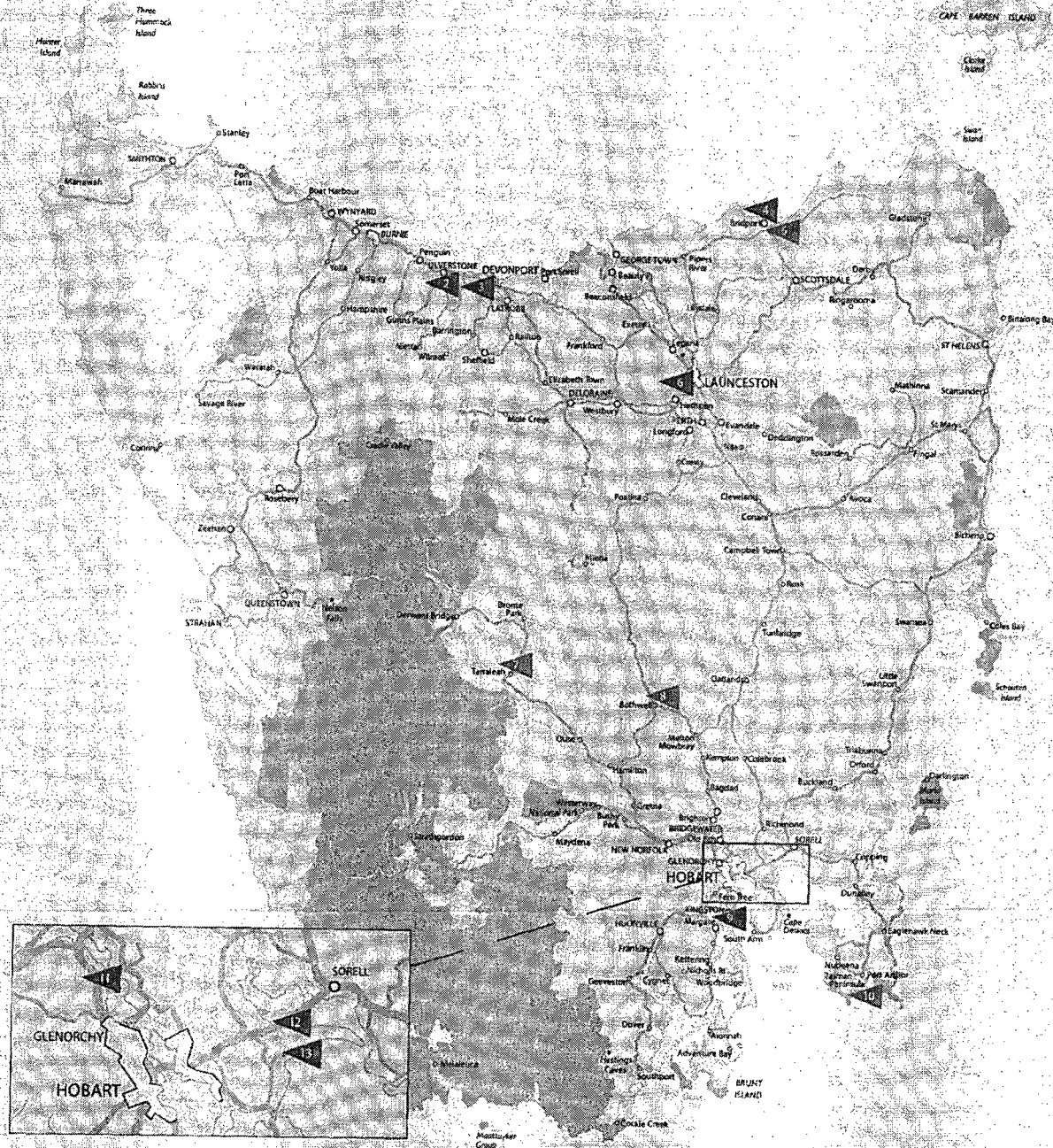


The museum, situated in the rural town of Bothwell, was started in 1996 by former Australian Amateur Champion, Peter Toogood. Memorabilia dates from 1880 and includes items such as photographs, trophies, golf equipment and clothing. Nearby is Ratho Golf Links, the oldest golf course in the Southern hemisphere. Allow time to browse and enjoy. Golf clubs are available for hire.

Market Place, Bothwell. Ph: 6259 4033 Fax: 6259 4033

Museum open times: Sunday to Friday 10am - 4pm

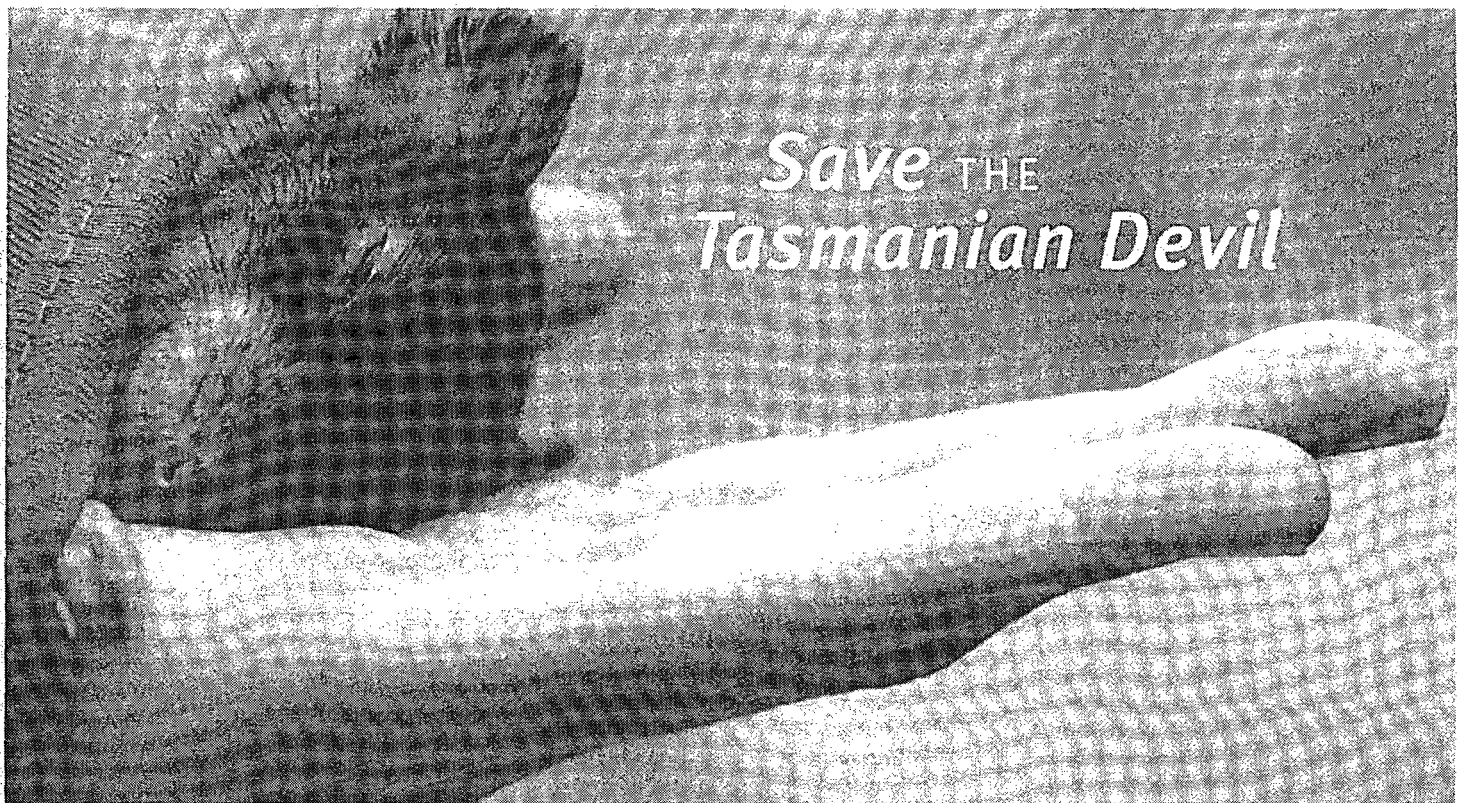
November to May: 11am - 3pm June to October.



18 Hole Courses

9 Hole Courses

- | | |
|----------------|-------------------------------|
| 1 King Island | 8 Ratho Golf Links and Museum |
| 2 Ulverstone | 9 Kingston Beach |
| 3 Devonport | 10 Tasman Golf Club |
| 4 Barnbougle | 11 Claremont |
| 5 Lost Farm | 12 Tasmania Golf Course |
| 6 Country Club | 13 Royal Hobart |
| 7 Tarraleah | |



The Tasmanian devil is the world's largest surviving marsupial carnivore and is only found in the wild in Australia's unique island state of Tasmania.

Tasmanian devils were regarded as common a little over a decade ago, when the species was numerous in population. But there is nothing common about this amazing animal. Despite its fearsome reputation, the devil is a timid creature that poses no danger to humans. People who work with devils invariably grow to love their personality – they're feisty, raucous and bursting with curiosity.

The species has suffered a major decline over the last 10 years and is now listed as endangered, due to an infectious cancer known as the Devil Facial Tumour Disease (DFTD). The first signs of DFTD were recorded in 1996. It is a new and fatal condition that is only recorded in devils and is characterised by cancers around the mouth and head.

The Save the Tasmanian Devil Program (STTD) was established in 2003 as the official response to the terrible threat posed by DFTD. The Australian and Tasmanian Governments and the University of Tasmania have established a partnership to protect this keystone species.

If the devil is lost in the wild at least 77 other species could be put at risk. The STTD is working with wildlife and disease experts and institutions from Tasmania, Australia, and overseas in an epic conservation effort. The goal is to ensure the survival of an ecologically functioning population of wild devils and to preserve the fragile balance of Tasmania's exceptional ecosystems.

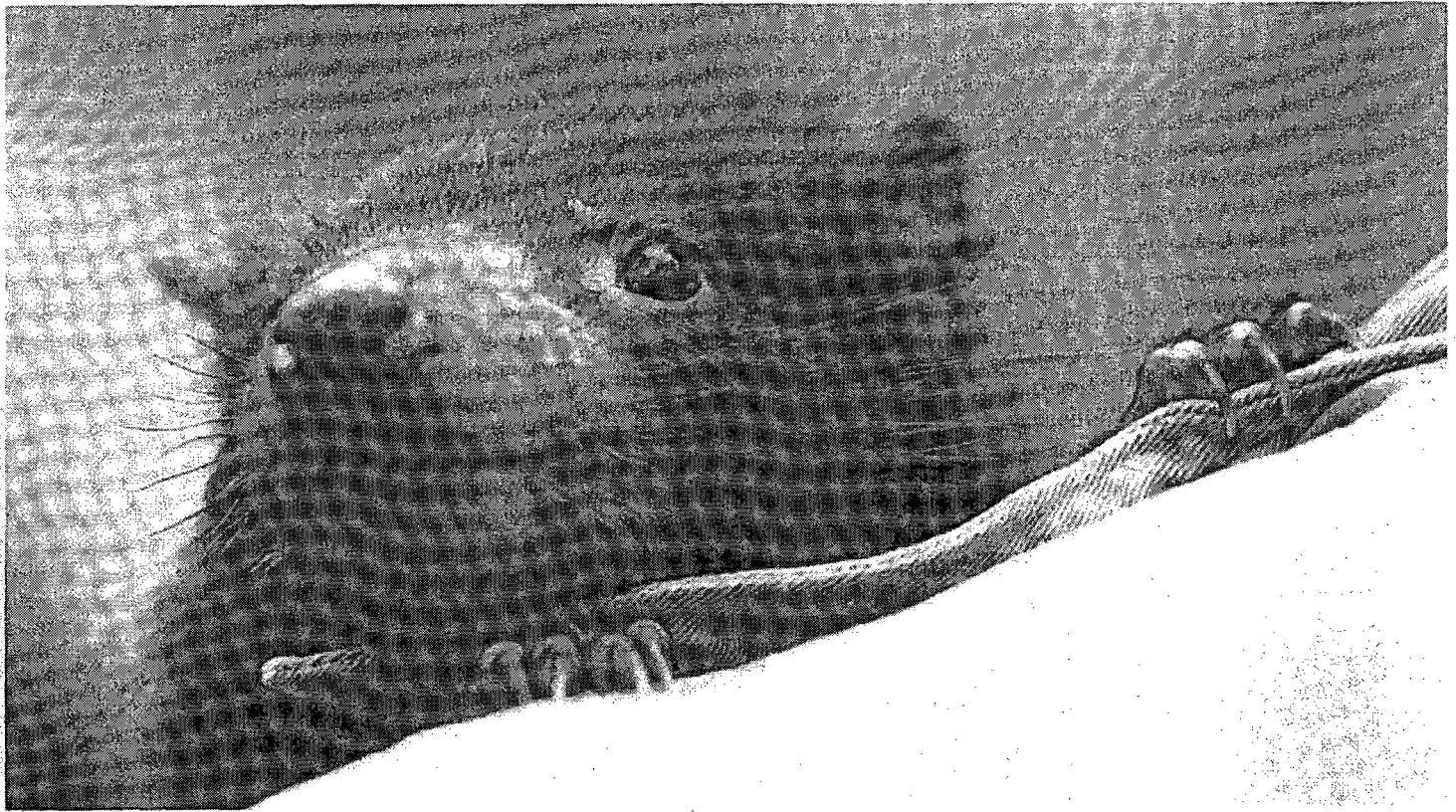
The STTD is working on three key strategies: the establishment of an insurance population of healthy devils, laboratory and field based investigations of the disease, and the development of disease suppression and management programs in the wild.

Insurance population

The STTD has populated a number of zoos and wildlife parks throughout Australia with healthy devils as part of a long term strategic plan for insurance against extinction. These animals will form the basis of a breeding program that will need to be maintained for 30-50 years if the insurance population is to provide a viable foundation for the reintroduction of the species into the natural environment should the disease wipe out devils in the wild. The insurance population is being managed to maintain genetic diversity and wild behaviours.

Field based investigations

Trapping has confirmed the disease at 64 different locations across 60 per cent of Tasmania. The overall wild population is estimated to have declined by approximately 80 per cent since the emergence of the disease.



Laboratory investigations

The definition, transmission, and possible causes of the disease are being investigated. Research indicates that the cancer is directly transmitted between devils. Work exploring the genetic makeup of the immune system continues. Nine strains of the disease have now been identified and researchers are looking into how these different strains behave. Research into the origin of the cancer cells hints at a genetic cause of the disease.

Disease suppression in the wild

A major trial is underway in one part of Tasmania to look at isolating a population and removing diseased animals to see if the DFTD can be suppressed. The STTD is also looking into the feasibility of fencing off healthy populations in parts of Tasmania in an attempt to halt the spread of the disease.

This is a complex problem. There are no easy solutions, but we do have a window of opportunity to prevent this iconic species from becoming extinct.

The fight to save the Tasmanian devil is underpinned by government funding, but the support of the world community is vital to the success of our conservation effort. We need to be able to finance ongoing research and to implement management of captive populations for as long as it takes, which could be up to 50 years. With your support we can win this battle.

Contact the Save the Tasmanian Devil Program
to join the historic fight to save one of the
world's most captivating animals.

Telephone: +61 3 6233 2006

Email: DevilDisease.Enquiries@dpiw.tas.gov.au

Web: www.tassiedevil.com.au



About Tasmania

Where

Latitude 40° south; longitude 144° east.

Features

Australia's smallest and most southerly state is about 250 kilometres (150 miles) south of the Australian mainland.

About the same size as the Republic of Ireland and a little larger than West Virginia, Hokkaido Japan or Switzerland, Tasmania is 315 kilometres (189 miles) from west to east and 286 kilometres (175 miles) north to south. The main island is at the centre of an archipelago of more than 300 islands, with a coastline of more than approximately 5400 kilometres (1864 miles).

Climate

Tasmania has a mild, temperate climate with four distinct seasons. The climate is a maritime one, rarely extremely hot or extremely cold. Summer is from December to February when the average maximum temperature is 21° Celsius (70° Fahrenheit). Winter is from June to August with an average maximum temperature of 12° Celsius (40° Fahrenheit).

Annual Rainfall

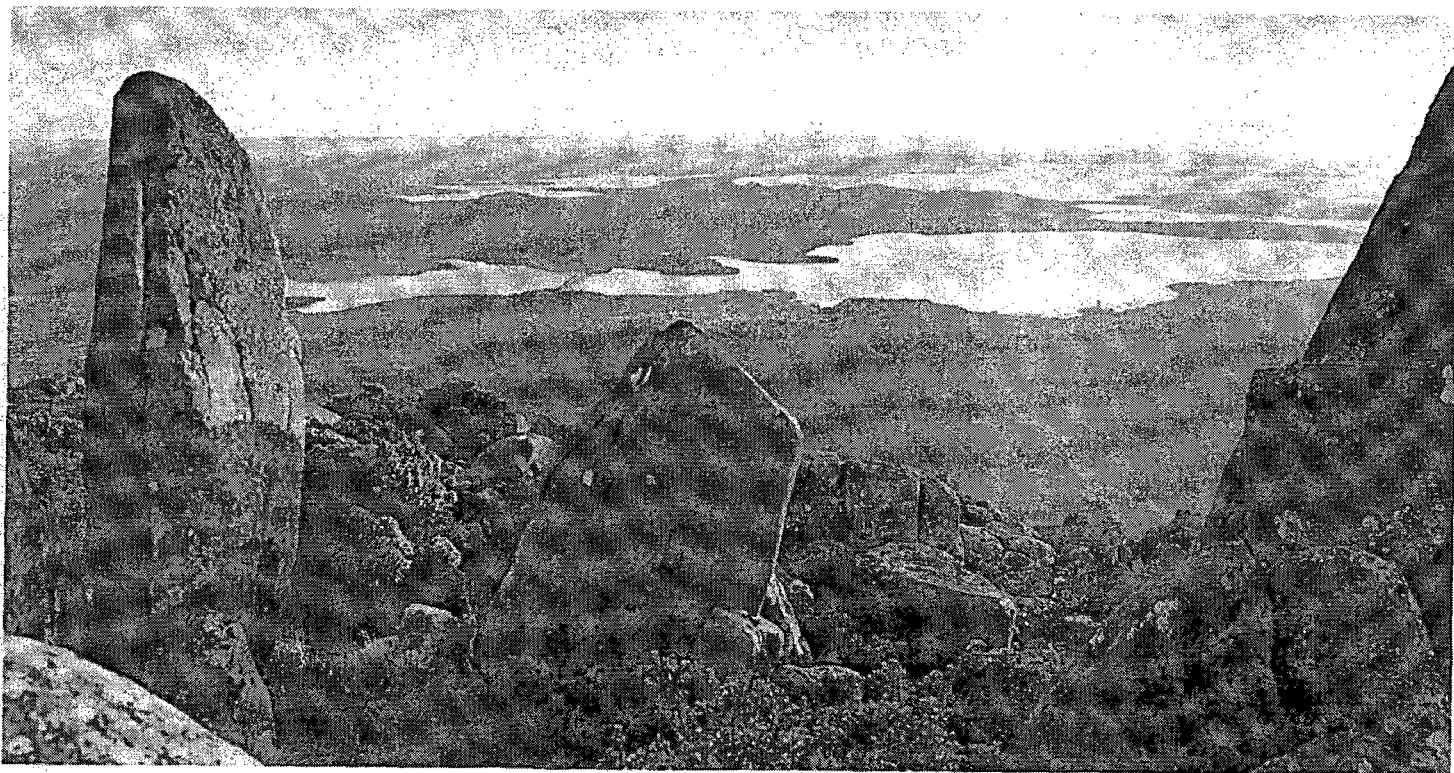
The average rainfall over Tasmania in 2008 was 986mm. Hobart has the second lowest rainfall (after Adelaide) of all Australian capital cities, with an average annual rainfall of 626mm (Australian Bureau of Meteorology).

Island Population

Tasmania's population is 502,600 people (estimated as at 30 June 2009) and its capital city, as of the 2006 census, there were 205,566 people in the greater Hobart area. According to the census, approximately 12.0 per cent of greater Hobart's residents were born overseas, commonly the United Kingdom, New Zealand, Germany and the Netherlands.

Capital City

Nestled at the foot of Mount Wellington (1271 metres or 4169 feet), Hobart overlooks the wide River Derwent, where schools of dolphins can be seen from nearby beaches. Rich in character, its historic centre features colonial Georgian and Regency buildings. Hobart's harbour bustles with fishing vessels, yachts and cafes by the sea.



Land Information

The mountain ranges of Tasmania's South West date back 100 million years when ancient sediments were deeply buried, folded and heated under enormous pressure to form glistening white quartzites and schists. In the South West and central highlands, there are remnants of a dolerite plateau cap mountains such as Precipitous Bluff and Tasmania's highest peak, Mt Ossa. Nearly 37 percent of Tasmania is made up of World Heritage Area, National Park, Conservation Area's and Reserves (data retrieved May 2007).

Flora

Vegetation is diverse, from alpine heathlands and tall open eucalypt forests to large areas of temperate rainforests and moorlands. Many plant species are unique to Tasmania; their ancestors grew on the ancient supercontinent called Gondwana, before it broke up 50 million years ago. Unique native conifers include Huon pines, with one strand of the trees on Mt Read estimated to be up to 10,000 years old. Kings lomatia, commonly known as Kings Holly, and probably the oldest living plant on earth, was discovered in 1937. Botanists have determined that only 500 specimens of the plant exist in Tasmania's remote south-west wilderness and believe that one of the plants, which reproduce by cloning, has lived in the area for at least 43,000 years.

Fauna

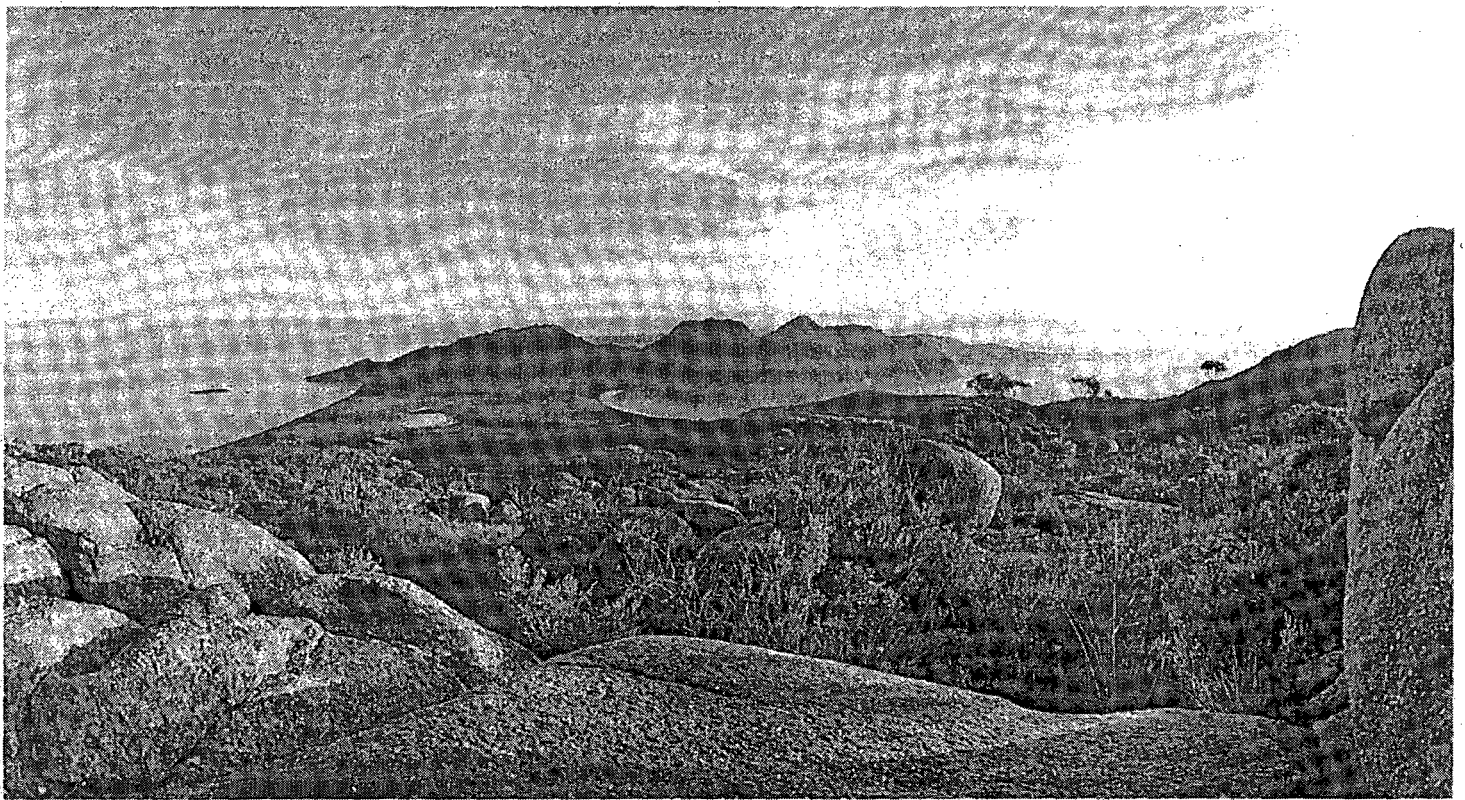
Tasmania is the last home of several species that once roamed the Australian continent. It is the only place to see a Tasmanian devil, eastern quoll and spotted-tailed quoll in the wild. The striped Tasmanian tiger, or thylacine, was Australia's largest carnivorous marsupial and is a modern-day mystery. The last documented tiger died in captivity in 1936 and though the animal is considered extinct, there have been many unsubstantiated sightings since then.

History and Heritage

Aboriginal people have lived in Tasmania for about 30,000 years, well before the last Ice Age. They were separated from the Australian mainland about 12,000 years ago when the seas rose to form Bass Strait and flooded the landbridge.

Tasmania was originally named Van Diemen's Land by the Dutch explorer Abel Tasman in 1642. The island was settled by the British as a penal colony in 1803 and the name was changed to Tasmania when convict transportation stopped in 1853.

Tasmania has preserved a rich legacy of heritage, including Australia's oldest continuously operating theatre, the Theatre Royal in Hobart; the country's first Jewish Synagogue, still in use in Hobart; and its oldest golf course, in the historic town of Bothwell. The nation's oldest bridge and church are at Richmond, and on the corner of Murray and Macquarie streets in Hobart, the only remaining Georgian intersection in the country. Many colonial dwellings are in use as private homes or tourist accommodation.



Economy

The Tasmanian economy comprises a number of niche industries: high speed catamaran ferries are literally shipped all over the world, while The Wooden Boat Centre School of Boatbuilding has established a new industry preserving the skills and traditions of another age. Tasmania is a natural larder: clean air, unpolluted water and rich soils help produce speciality cheeses and dairy products, mouth-watering seafood, Atlantic salmon, beef, premium and boutique beers, fine wines, specialty honey, mineral waters, fine chocolates, fresh fruits, and crisp vegetables. Other export agricultural products include essential oils such as lavender, premium wool popular in Europe and Japan, and pharmaceutical products.

Getting to Tasmania

Travel is easy, whether by air from Melbourne, Sydney, Brisbane, Adelaide or Canberra, or by sea from Melbourne. Passenger and vehicle ships – Spirit of Tasmania I and II – operate overnight crossings, with additional day-time crossings during peak summer periods. For more information visit: www.spiritoftasmania.com.au



Tasmania is only an hour's flight from Melbourne but a world away when it comes to lifestyle, culture and resourcefulness. British Poet Laureate Andrew Motion wrote in English magazine *Harpers & Queen* said: "[The island] is jam-packed with people who have deliberately chosen it as the site of the good life: somewhere to be kinder, more composed, more appreciative of important things."

Tasmania's location as the southernmost state of Australia, and washed by the Southern Ocean and the Tasman Sea, gives it a dramatic coastline, some of the world's cleanest air and a clear light that draws painters and photographers from around the world.

The People

From its early years of settlement, the island has nurtured non-conformists and colourful characters.

Whether it's tourism operators or locals in the street, you're bound to meet many interesting, down-to-earth people.

Resourcefulness

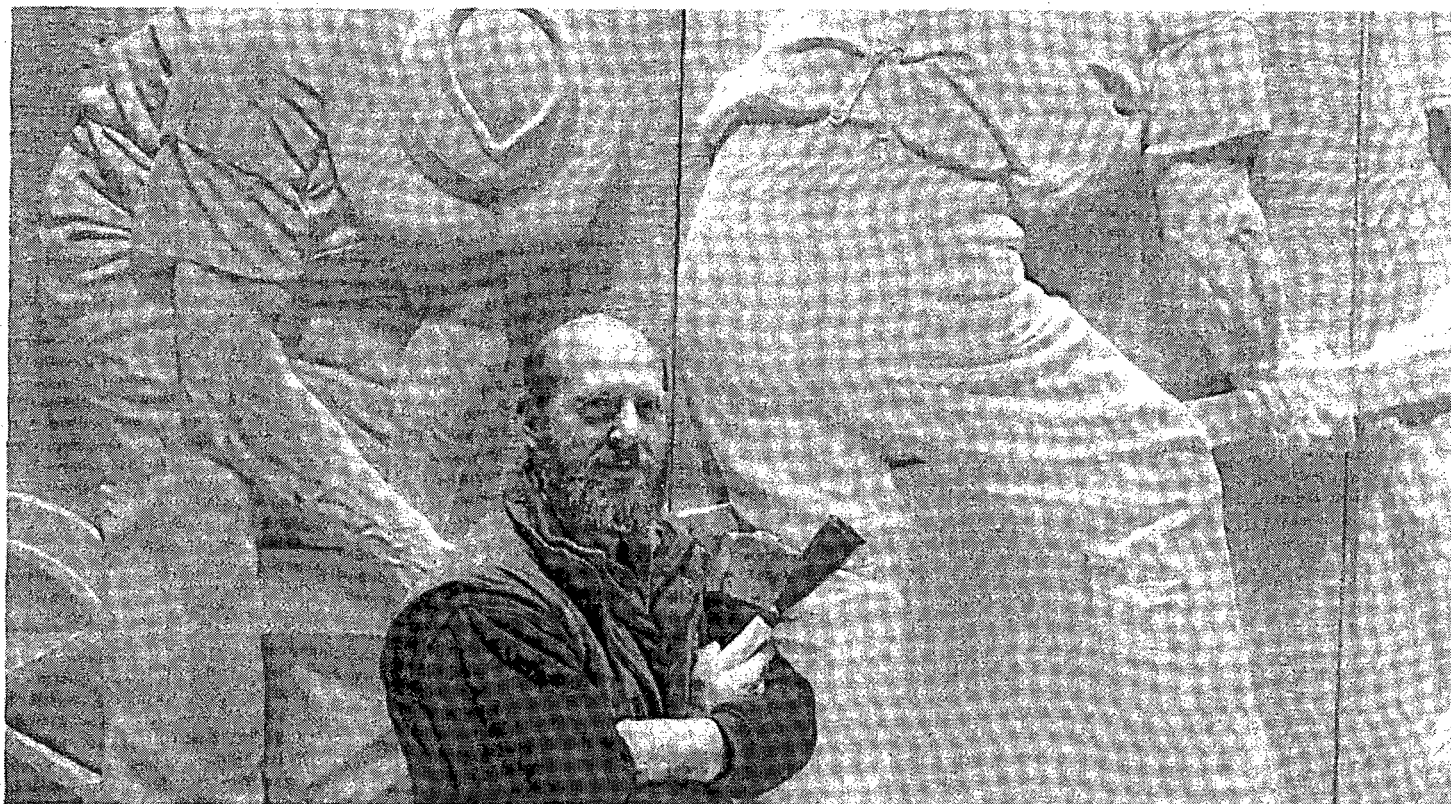
Plato is credited with "necessity is the mother of invention". The life on the island of Tasmania has led to an inventiveness that has made its mark internationally. The island's natural attributes and the resourcefulness of its people have given rise to leading edge industries including food and beverage, aquaculture, marine manufacturing and training, forestry and timber products, art and crafts, Antarctic services and goods, and mining technology.

The resourcefulness is evident at a community level. For example, one local bakery owner decided that Coles Bay, Tasmania, should be Australia's first plastic-bag-free town. Since April 2003, all retail outlets in Coles Bay, including supermarkets, have banned plastic shopping bags. Ben Kearney inspired people right across Australia and around the world by coordinating the project. As a result, Coles Bay was awarded the Environmental Excellence Award by the Tasmanian Government. Ben Kearney also won a national Local Hero Award and an Australia Day award, and in 2005 was named Tasmanian of the Year for his efforts.

Island-Inspired Artists

American photographer Arthur Rosenfeld said of Tasmania's allure: "There are grander landscapes and broader heavens, but nowhere have I seen such breathtaking contrasts arise so naturally from the dialogue between mountain and forest, clarity and cloud, sun and moon. A person can disappear in beauty like this."

Tasmania may have a higher proportion of artisans and craftspeople per capita than any other state in Australia. In this eclectic environment the arts thrive with writers, dance and theatre companies, one of Australia's leading puppetry companies, wilderness photographers, weavers, jewellers, potters, painters and timber craftspeople. They work with paint, metal, glass, wool, leather and many of Tasmania's native timbers. The stylish artwork and crafts reflect the island's distinctive natural beauty and a capacity for risk-taking that goes back to convict days.



Many Tasmanian performance companies tour nationally and internationally, including one of the world's best small orchestras, the acclaimed Tasmanian Symphony Orchestra www.tso.com.au. Tasmania's professional dance company, Tasdance, is an important player in the Australian dance landscape and works to inspire young Tasmanians with contemporary dance. www.tasdance.com.au

The biennial Ten Days on the Island is an international celebration of island culture. The multi-artform program explores the cultural uniqueness of islands presenting international artists and acts from island locations around the world alongside Australia's finest talent with more than half of the program featuring Tasmanian artists. www.tendaysontheisland.com

Maritime Flavour

Tasmania is a haven for maritime activities, from sailing, cruising and fishing to festivals that celebrate the island's long-standing maritime traditions. This includes the Australian Wooden Boat Festival, which features traditional boat-building skills and wooden vessels from around the world.

The annual Sydney to Hobart Yacht Race is one of the world's great ocean racing classics and attracts international competitors and spectators from all corners of the globe. It culminates at Hobart's Summer Festival, which includes a week-long dockside food and wine indulgence, the Taste of Tasmania.

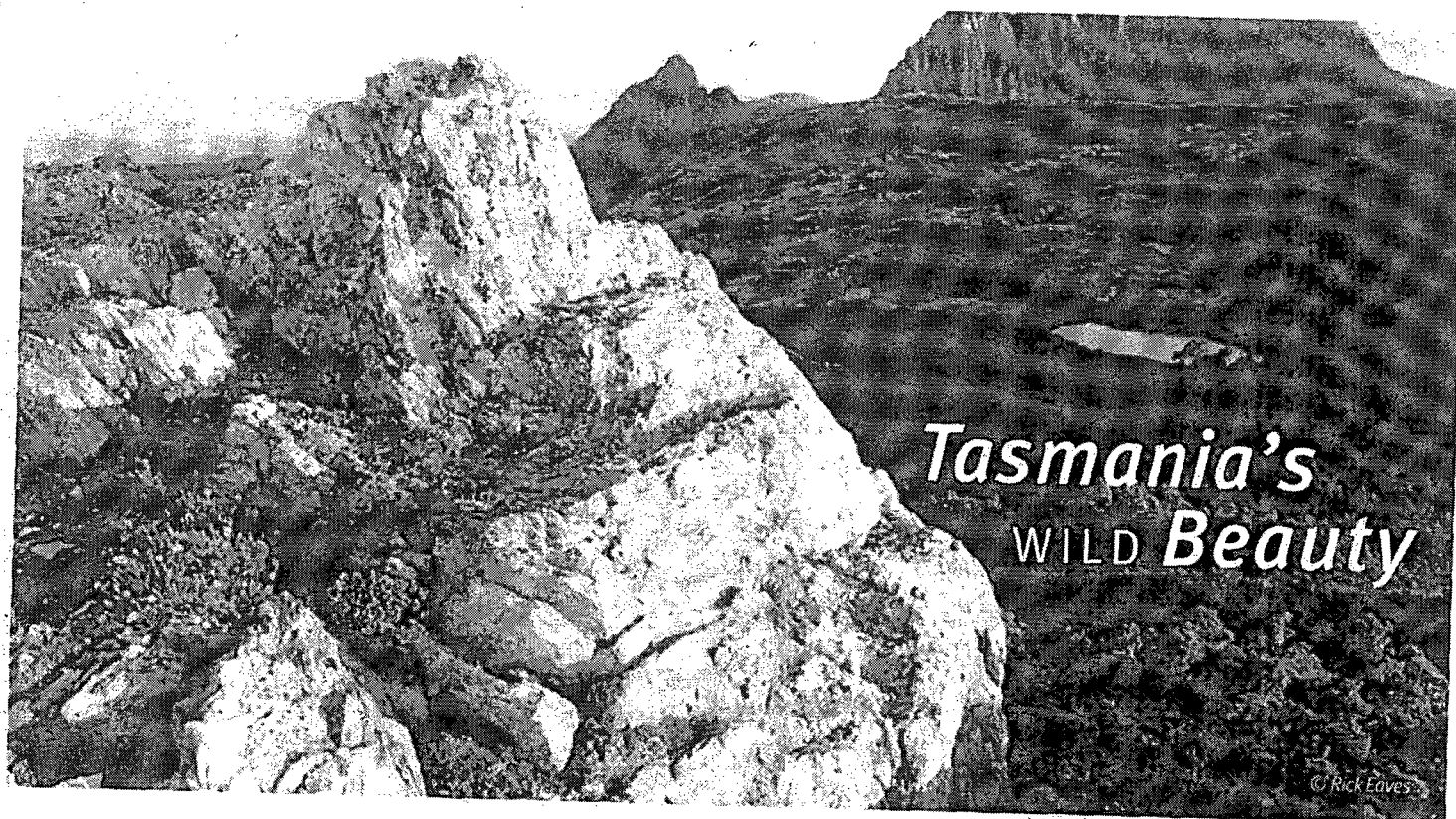
Cruise options include the beautiful D'Entrecasteaux Channel, the wide reaches of the River Derwent and the dramatic sea cliffs of the Tasman Peninsula in the south; Cataract Gorge and the Tamar River near the major northern city of Launceston; turquoise waters and pink granite off the Freycinet Peninsula on the east coast and the Gordon River in the south-west.

On docks around the island you're able to chat to fishermen while they unload their daily catch. For a more personal exploration of the coastline, hire a sea kayak, with or without a guide.

Antarctic Connection

Tasmania has strong historic and scientific links to the frozen continent. The Tasmanian Polar Network provides a wide range of goods and services for intrepid expeditioners, scientists and Antarctic vessels that use Hobart's deepwater port as a base.

Visitors to Tasmania can explore the definitions, perceptions, mythology and motivations of Antarctica and the Southern Ocean at the Islands to Ice exhibition at the Tasmanian Museum and Art Gallery. Explore the places, the people, the creatures and the phenomena that make the great southern wilderness a world of its own. The exhibition is an invitation to journey south from Hobart across the wild oceans to the Antarctic.



Within hours of arriving in Tasmania you can experience the world's last temperate wilderness, ancient rainforest, glacial tarns, tall waterfalls, secluded ocean beaches and towering sea cliffs. More than a third of Tasmania is protected in national parks, World Heritage Area, forest and marine reserves. Most of Tasmania's natural places are stunningly beautiful and within easy reach.

Tasmania has a landscape that is both spellbinding and refreshing.

In 2008 Tasmania was named 'No.1 Island in Australia, New Zealand and the South Pacific' by the readers of leading North American travel magazine *Travel + Leisure* for the third time.

The island is one of the world's best walking destinations. It has nearly 3000 kilometres (1800 miles) of world-class walking tracks, thousands of highland lakes, hundreds of clean beaches, extensive underground caverns, large and small islands both remote and accessible, and mountain peaks and crags.

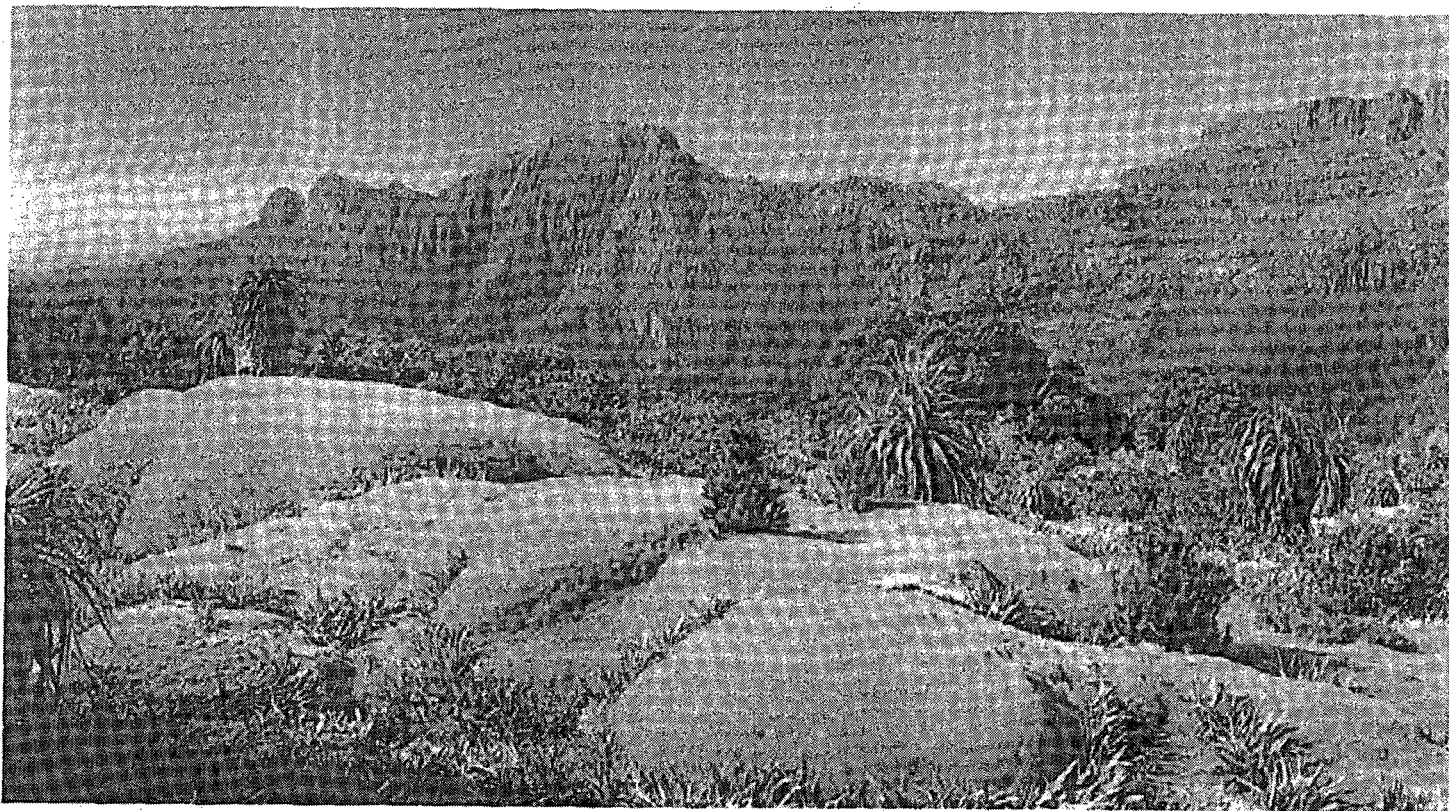
Its wildlife is abundant and varied. The state is the last home of several mammals that once roamed the Australian continent. It is the only place to see in the wild a Tasmanian devil, an eastern quoll (or native cat), the spotted-tailed quoll (tiger cat) and the Tasmanian bettong with a body like a miniature wallaby and small, round face and ears. The devil, a marsupial the size of a small dog but with a bite as strong as a crocodile, is quieter than its fierce reputation unless it is feeding time.

The striped Tasmanian tiger, or Thylacine, was Australia's largest carnivorous marsupial and is a modern-day mystery. The last documented tiger died in captivity in 1936 and though the animal is considered extinct, there have been many unsubstantiated sightings since.

Tasmania also has a delicate underwater environment. With thousands of kilometres of coastline and hundreds of offshore reefs and islands, it offers a wide range of temperate diving experiences and a rich variety of marine habitats. These include giant kelp forests off the Tasman Peninsula and at Bicheno's Governor Island Marine Park.

World Heritage Area

Tasmania's World Heritage Area (WHA) stretches over 1.37 million hectares (3.4 million acres), from Cradle Mountain in the north to South West Cape and the islands beyond. The WHA includes mountains, valleys and lakes formed during the last great Ice Age and forests with trees thousands of years old. The original area was placed on the World Heritage List in 1982 and was extended in 1989. It now covers 20 per cent of Tasmania.



National Parks

Tasmania has 19 national parks. The craggy profile of Cradle Mountain is the island's best-known landmark; located within the Cradle Mountain-Lake St Clair National Park; the mountain is the northern gateway to one of the world's top walks, the Overland Track.

In the west, the Southwest National Park and the Franklin-Gordon Wild Rivers National Park contain ancient rainforest, rare birds and valleys carved by glaciers long gone.

In the north, the tiny Mole Creek Karst National Park is Tasmania's only underground national park and has a magnificent network of deep limestone caves. Narawntapu National Park is another gem, with long beaches and friendly wildlife, located on the island's north coast.

On the east coast, Freycinet National Park has a granite mountain range and secluded bays and beaches along an ever-changing coastline. Mt William National Park also hugs the coastline, in the north-east, and Forester kangaroos are prolific. The Bay of Fires was recently named top destination for 2009 in the *Lonely Planet Blue List*. Douglas Apsley National Park has a number of walks featuring gorges, rocky forested hills, waterfalls, a heath plateau and swimming hole.

In the south, the Tasman National Park features spectacular coastal land formations like the Tasman Blowhole and the Devils Kitchen. Mt Field has some of the world's tallest eucalypt forests, lakes and tarns. Hartz Mountains National Park has subalpine woodlands and alpine crags, moorlands and lakes.

Offshore, the Maria Island National Park on the east coast combines convict heritage with beach and mountain walks and further south, Bruny Island has the small but stunning South Bruny National Park, with wild seascapes and sweeping surf beaches.

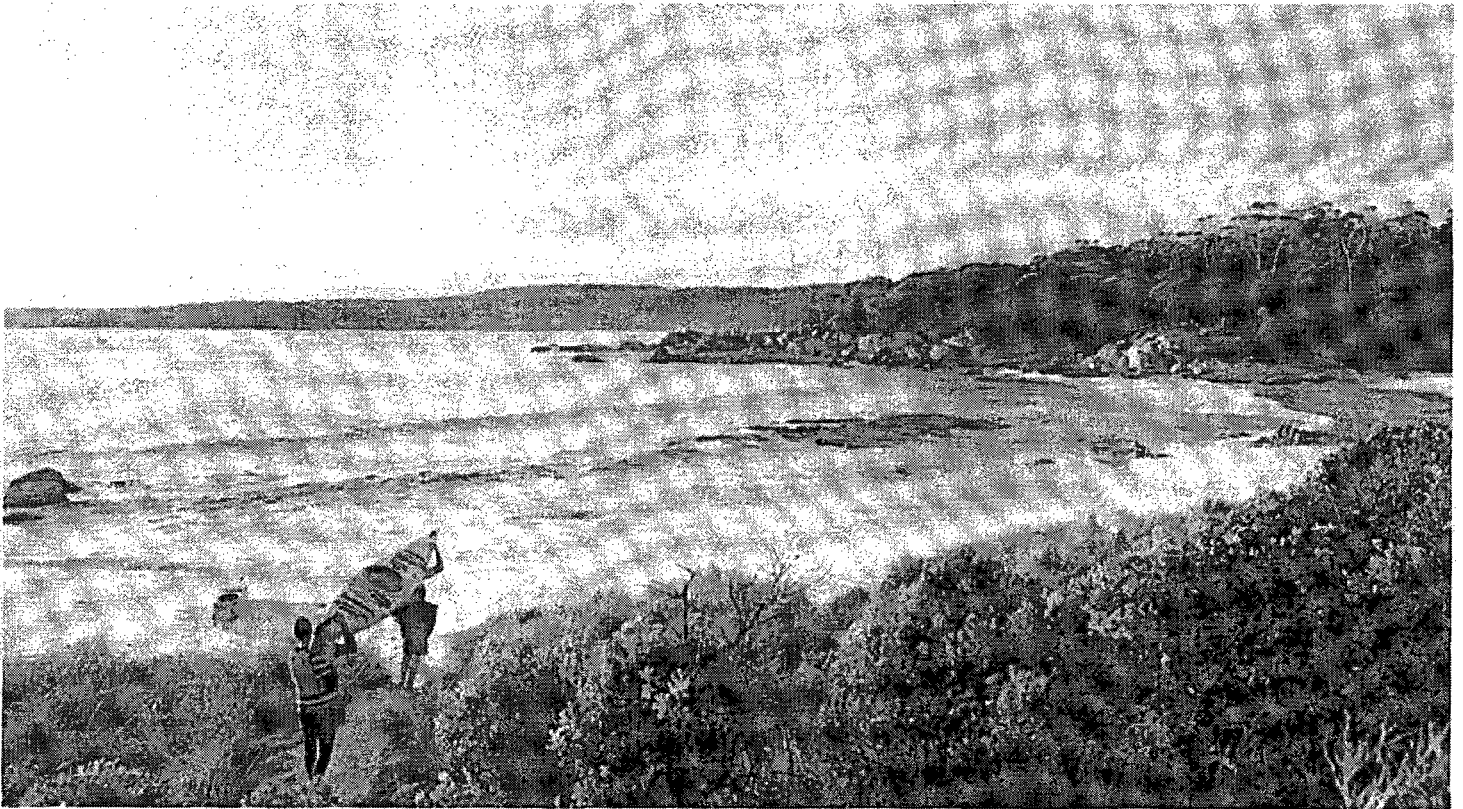
www.parks.tas.gov.au

State Forests and Reserves

A network of forests and reserves around Tasmania are part of the touring experience. In the north-east, Evercreech Forest Reserve has the world's tallest white gums, more than 90 metres (295 feet) high. Many reserves, like the one at Liffey, have huge waterfalls and picnic and barbecue facilities.

In the north-west, the exciting eco-tourism development, Tarkine Forest Adventures, is set in the evocative surrounds of a giant blackwood sinkhole and features a thrilling 110 metre (360.8 feet) slide down to the swamp floor.

In the north, Tamar Island is an important wetland habitat for waterbirds and features bird viewing hides and a marshland boardwalk all within minutes from the centre of the city of Launceston.



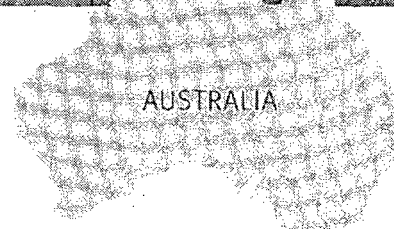
In the south, the spectacular Tahune AirWalk meanders for half a kilometre (0.3 miles) through the treetops, providing a birds-eye view of mighty rivers, forests and mountains. Wellington Park provides walking, climbing, abseiling, cycling and sightseeing opportunities right on Hobart's doorstep.

Wild and Mild Adventures

From night-time penguin spotting to sea kayaking, the gentle art of fishing for wild brown trout to cliff-side abseiling, Tasmania has a wide range of adventure activities. The island is well-suited to river cruising, sailing, cycling, guided walks, animal and birdlife discovery tours, and adventures with dolphins, migrating whales and seals. For more information on Tasmania, visit: www.discovertasmania.com



Tasmania's compelling convict heritage has been officially recognised by the United Nations Educational, Scientific and Cultural Organisation (UNESCO). In July 2010, it was announced that 11 Australian convict sites were inscribed on the UNESCO World Heritage List, five of which are Tasmanian.



AUSTRALIA

TASMANIA

The Tasmanian sites are Port Arthur Historic Site and the Coal Mines Historic Site on the Tasman Peninsula; the Cascades Female Factory in South Hobart; Darlington Probation Station on Maria Island; and Woolmers and Brickendon Estates near Longford.



Brickendon-Woolmers Estates Tasmania (1820-50s)

Brickendon and Woolmers are two neighbouring estates located on the Macquarie River in northern Tasmania, where convicts were assigned to 'private masters' to undertake agricultural work. The estates, which were owned by the Archer brothers, operated as large farming properties with convict labour from the early 1820s until the 1850s.



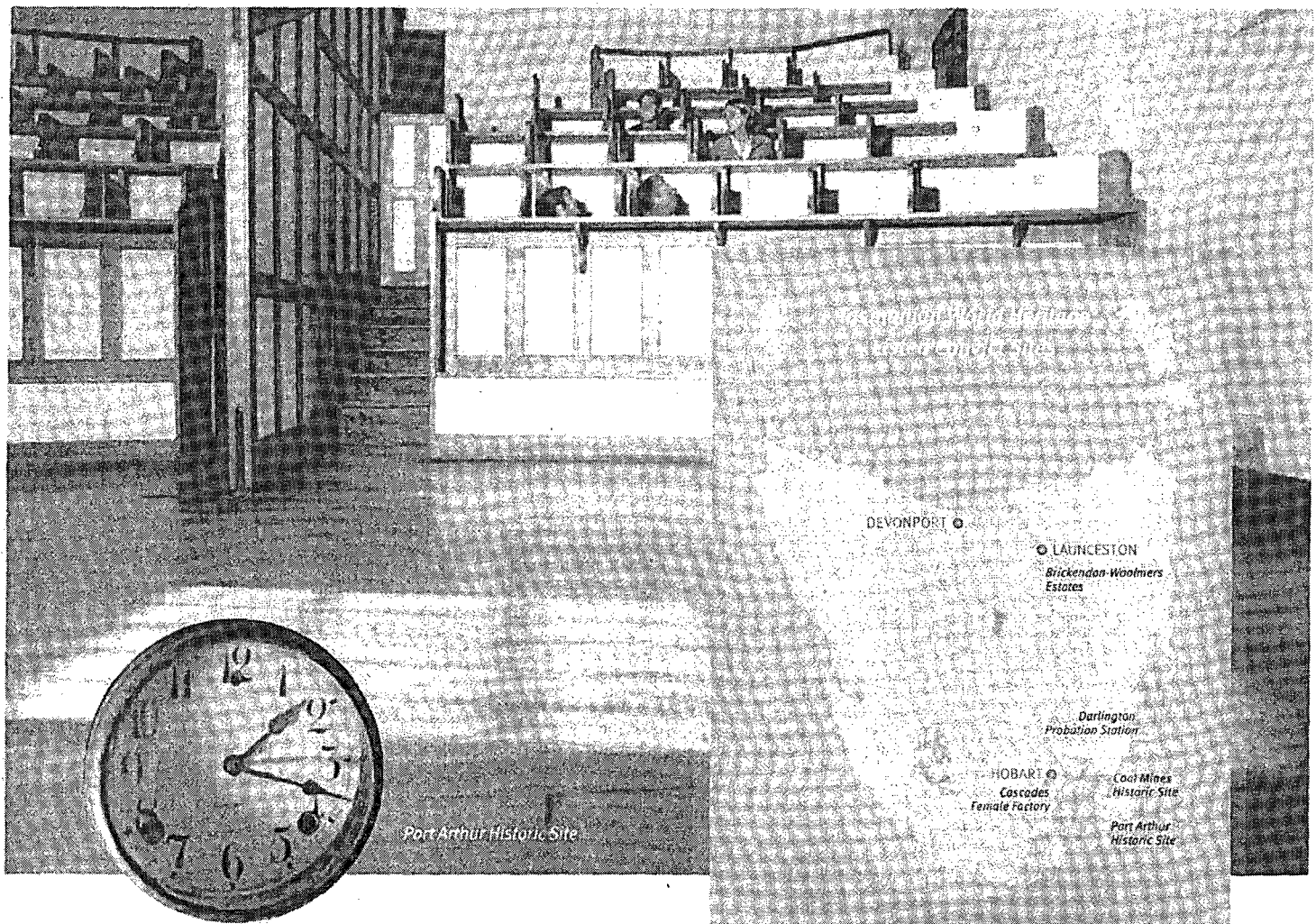
Darlington Probation Station Tasmania (1825-32; 1842-50)

Darlington Probation Station, located within the Maria Island National Park off Tasmania's east coast, initially functioned as a convict station and later as a probation station for male convicts. The convict station operated at Darlington between 1825 and 1832 and was set up to relieve pressures on other penal settlements due to the increasing number of convicts. Following the closure of the earlier station, a probation station reoccupied the site from 1842. The location of Maria Island was ideal for a probation station, as it was located away from free settlements and was a difficult place from which to escape.



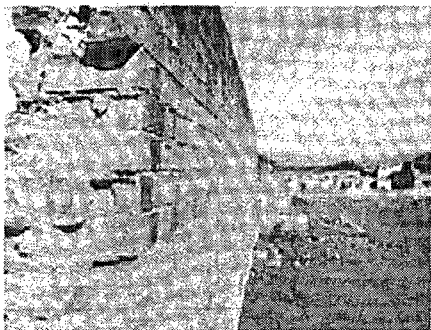
Cascades Female Factory Tasmania (1828-50)

The Cascades Female Factory was built in a cold valley at the base of Mount Wellington in Hobart. It was separated and hidden from the main colony, yet played a pivotal role in the penal transportation system. Approximately 25,000 female convicts were transported to Australia, comprising only 15 to 17 per cent of the convict population. However, convict women made an important contribution to the development of the colonies through their labour and their vital role in family formation, ultimately leading to greater social cohesion.



Port Arthur Historic Site Tasmania (1830-77)

The Port Arthur Historic Site, located on the Tasman Peninsula, began as a timber-getting station in 1830. The site then operated as a penal station for secondary offenders between 1833 and 1877. Lieutenant-Governor Arthur envisaged that Port Arthur would be 'a place of terror' that combined hard labour and unremitting surveillance. His aim was to produce both useful goods – such as timber and shoes – and useful citizens, with the intent that reformed men rejected their previous lives of crime and embraced a law-abiding future.



Coal Mines Historic Site Tasmania (1833-48)

The Coal Mines Historic Site, which operated as a penal colliery between 1833 and 1848, is located in the north-western corner of the Tasman Peninsula, beside the tranquil waters of Little Norfolk Bay. The Coal Mines played an important role in the development of the colony of Van Diemen's Land. At its peak the Coal Mines held up to 500 convicts plus another 100 people including officers, guards and their families. In 1840, when the assignment system was abandoned, it was reorganised as one of several probation stations established on the Tasman Peninsula.



The wildlife in Tasmania can at times seem prolific. Bennetts wallabies, seals, penguins and wedge-tailed eagles can be found without venturing too far from the state's capital Hobart. Moreover, regular encounters with wildlife can be an almost inevitable feature of travels around the state. Below are just some of the wild stars of Tasmania.

Tasmanian Devil

About the size of a small dog the Tasmanian devil is endemic to Tasmania and is the world's largest surviving carnivorous marsupial. Tasmania's predominantly English colonists (Tasmania was once an English penal colony) wrongly considered the devils marauders of sheep and chickens. The nocturnal devils are for the most part scavengers and dine out on carrion. The discordant snarls, screeches and growls they make are believed to have contributed to the christening of the devil and are often heard whilst fighting over food and during mating. However, contrary to popular belief they are shy. They are not to be confused with Taz, the whirling dervish created by Warner Bros and inspired, very loosely on the Tasmanian devil.

Real devils can however completely devour their prey – bones, fur and all. A concerted multi-million dollar fight is being waged to save Tasmanian devils from a fatal cancer that is decimating wild populations (www.tassiedevil.com.au).

Wombats

The wombat is the largest burrowing mammal in Australia. There are three sub-species of the common wombat and two of them are found in Tasmania: One (*Vombatus ursinus tasmaniensis*) is found in mainland Tasmania and the other (*Vombatus ursinus ursinus*) is endemic to Flinders Island.

The wombat is common in Tasmania, particularly in the north-east of the state. They are mostly nocturnal but some colonies of wombats, like those on Maria Island for example (which includes populations of Flinders Island wombats re-located to Maria), are readily seen during the day. Typically wombats graze on grass, shoots and succulent roots.

Wombats are solitary animals. They use scent-marking, vocalisations and aggressive displays to mark feeding areas. Each wombat has a 'home range' that is marked by distinctive cube-shaped droppings. Wombat burrows may be up to 10 metres in length and 30 metres deep, with multiple entrances. Each wombat can have up to 12 burrows.



Tasmanian Tiger

The Tasmanian tiger, or thylacine, is an enduring symbol of Tasmania and one testament to the destruction humans can wreck on nature.

As big as a medium-sized dog, thylacines had sandy brown fur, with 12-15 centimetre dark brown stripes across their back and rump. They were Australia's largest surviving carnivorous marsupials. The last known Tasmanian tiger died in Beaumaris Zoo, Hobart, in 1936. The animal is officially classified as extinct. Technically, this means that it has not been officially sighted in the wild or captivity for 50 years. However, there are still unsubstantiated sightings.

There have been many reported sightings since 1936 and some people still believe that the tiger survives in Tasmania. Scientists, however, say that the gene pool would be too small today to maintain a viable population.

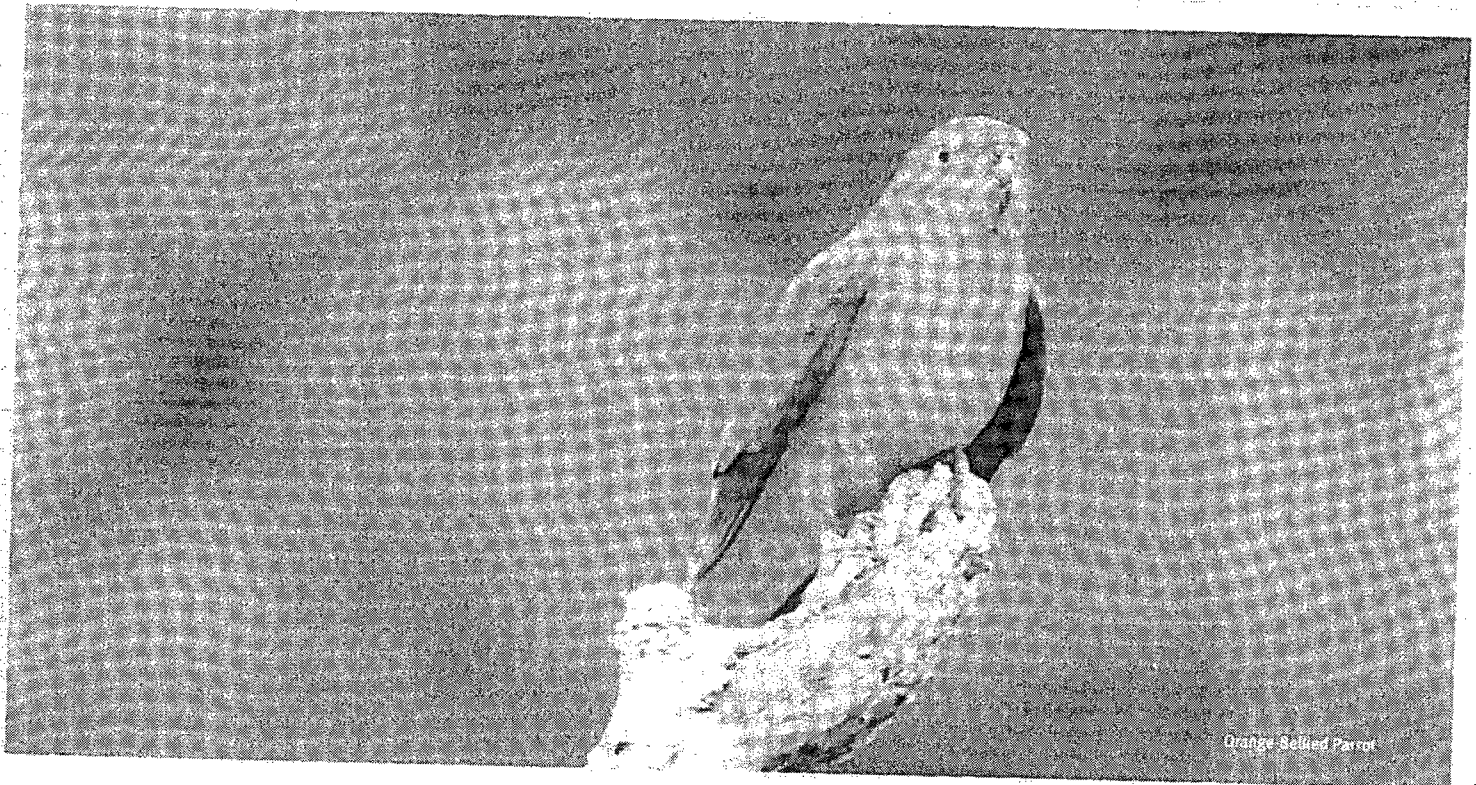
The Eastern Quoll

The eastern quoll (or native cat, as it is sometimes called) is endemic to Tasmania. It has been considered extinct on mainland Australia since the 1960s.

Male eastern quolls are about the size of a small domestic cat. Their fur is usually fawn, brown or black. Small white spots cover the body except for the bushy tail which may have a white tip. Compared to the related spotted-tail quoll, the eastern quoll is slightly built with a pointed muzzle.

Eastern quolls are nocturnal and only occasionally forage or bask during daylight. During the day they sleep in nests, underground burrows, under rocks in or fallen logs.

Eastern quolls sometimes scavenge morsels from feeding devils. However, the main component of its diet is invertebrates, especially agricultural pests such as the cockchafer beetle and corbie grub. Carrion and some fruits are also eaten, but the eastern quoll's diet largely consists of insects.



Endemic Birds

Tasmania has 12 species of bird found nowhere else on Earth. There are also a number of species that are endemic at the subspecies level, such as the threatened wedge-tail eagle, and a number of species that are known as breeding endemics. Breeding endemics breed only in Tasmania and migrate to mainland Australia outside the breeding season. The endangered orange-bellied parrot and swift parrot are two.

Twelve endemic bird species:

- Tasmanian native hen
- Green rosella
- Dusky robin
- Tasmanian thornbill
- Scrubtit
- Tasmanian (Brown) scrubwren
- Yellow wattlebird
- Yellow-throated honeyeater
- Black-headed honeyeater
- Strong-billed honeyeater
- Black currawong
- Forty-spotted pardalote

Orange-bellied Parrot **Rare and endangered**

The orange-bellied parrot (*Neophema chrysogaster*) is one of the world's most endangered species. It is ranked alongside such animals as the Giant Panda and the Siberian Tiger. Fewer than 200 adult birds remain today.

The orange-bellied parrot is a migratory bird. It breeds only in coastal south-west Tasmania but spends the winter in parts of coastal Victoria and South Australia.

The orange-bellied parrot is approximately 20 centimetres long (7.8 inches). Its plumage is bright grass-green above and mostly yellow below with a bright orange patch in the centre of the lower belly. It has a bright azure blue patch on the outer-wing and a blue bar across the forehead above the nostrils. The orange-bellied parrot is also distinguishable by its harsh, buzzing alarm call.



Dolphins

These guys have quite a time of it in waters all around Tasmania. Tasmania bottle-nosed dolphins can be prevalent in Macquarie Harbour, the River Derwent, and in waters off the Tasman Peninsula and Bruny Island. The ever risible dolphin can be a regular accompaniment to tour boats cruising any of these waters.

Little Penguin

The scientific name of the little (or fairy) penguin – *Eudyptula minor* – is most descriptive. Not only are these penguins the smallest of penguins, but *Eudyptula* means 'good little diver'.

The little penguin's streamlined shape and efficient flippers enable it to seek prey in shallow short dives, typically between 10 and 30 metres. Its diet consists of small fish, squid, krill (shrimp-like crustaceans) and occasionally crab larvae or sea horses from the sea floor.

Some little penguins return to their burrows year-round, but most stay at sea over autumn and winter. Most birds in a colony return to their burrows in small groups within an hour or so of darkness. Little penguins can be seen in a number of places around Tasmania – including Bicheno, The Neck on Bruny Island, Low Head, Lillicoe Beach in Devonport, Bonnet Island near Strahan and in parts of Burnie and Stanley – although the majority (up to 95 per cent of the birds) live on offshore islands.

Whales

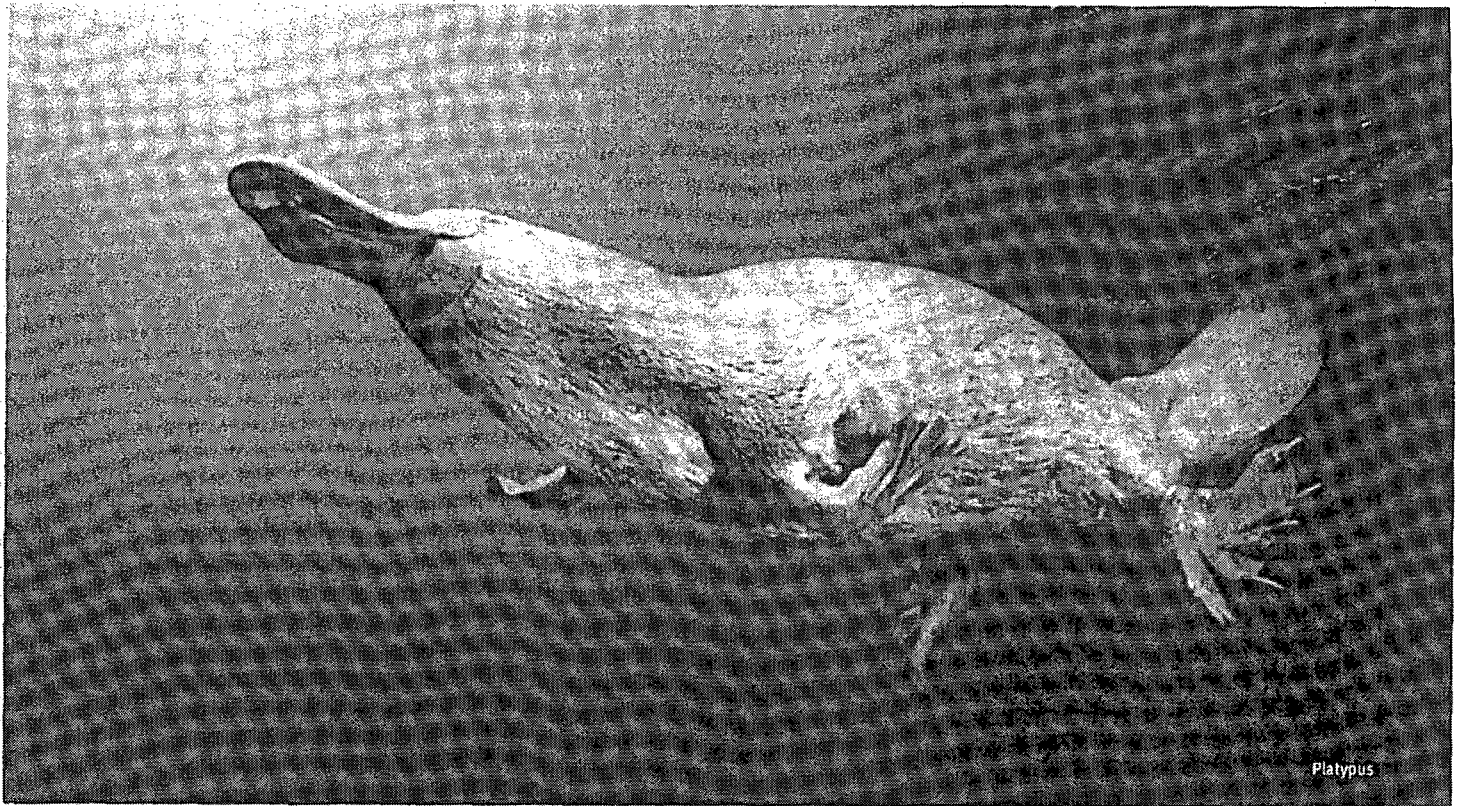
There was a time when Hobart residents (nineteenth century) complained of being kept awake by the sounds of whales in the River Derwent. Today, the mere report of a sighting sends a thrill of excitement through the city.

During the nineteenth century the whaling industry was big business in the developing colony of Van Diemen's Land. At the peak of the boom, in the 1830s, there were enough whales in Tasmanian waters to support 32 shore-based whaling stations, from Recherche Bay in the south, to Bicheno on the east coast.

There were nine whaling stations in Hobart. So great were the numbers of southern right whales in the Derwent that it was considered dangerous to cross the estuary in small boats. Today, the southern right whale is among the rarest of whales. But since the end of commercial whaling its numbers have begun to increase and whale sightings in Tasmanian waters are on the rise.

Humpbacks migrate northward past Tasmania to parts of mainland Australia between May and July. They return southward along the Tasmanian coast enroute to their sub-Antarctic feeding grounds between September and November. Southern right whales migrate north along the Tasmanian coast from June to September and return southward between September and late October. A proportion of the population gives birth in Tasmanian waters.

Most whale sightings occur on the Tasmanian east coast. Frederick Henry Bay and Great Oyster Bay on the east coast and offshore cruising are excellent vantage points for whale watching.



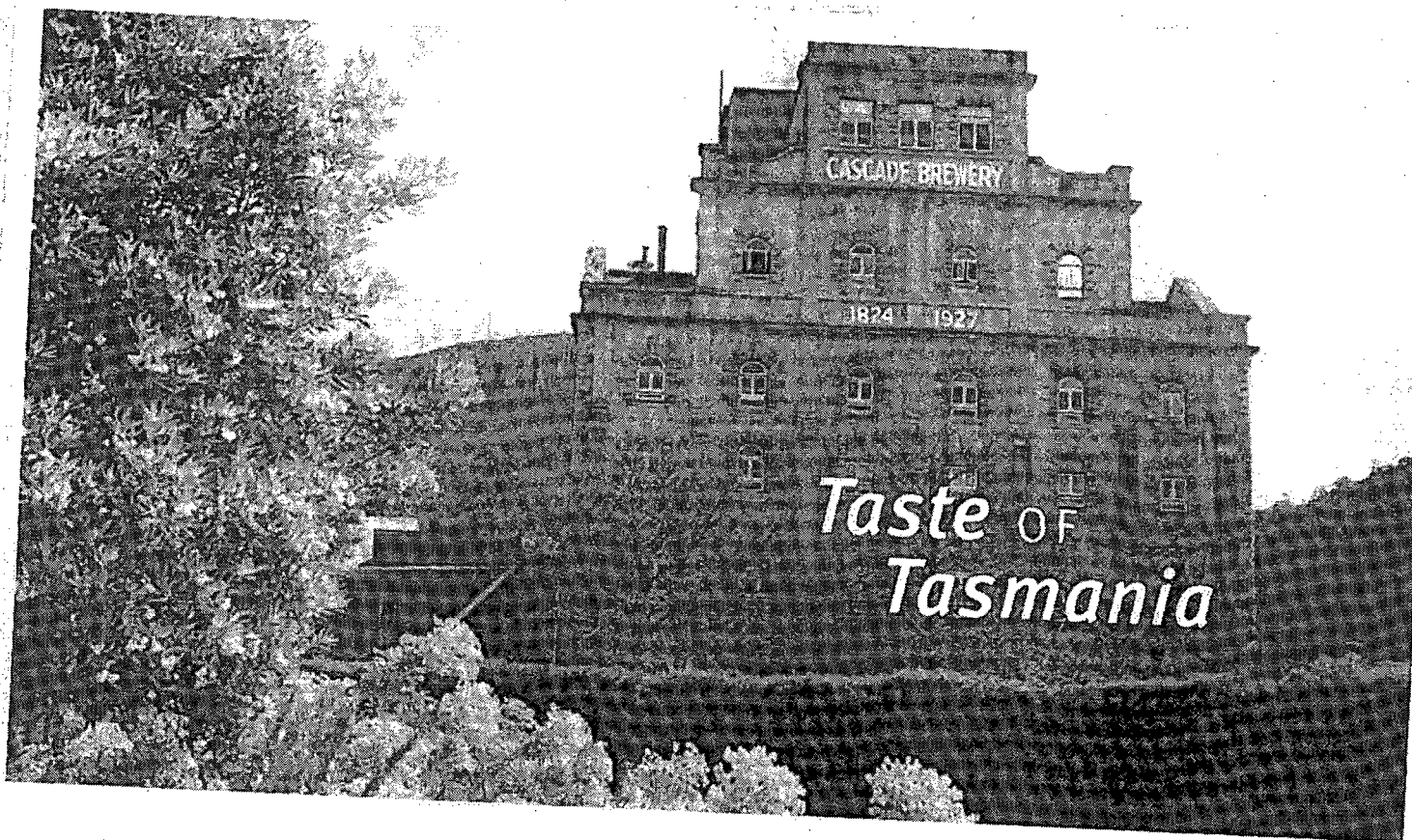
Platypus

Platypus

Platypus are identified by their streamlined body, webbed feet (platypus is Latin for 'flat foot'), broad tail and characteristic duck-like bill. They have two layers of fur: a dense waterproof outer-coat and a grey, woolly underfur that provides much-needed insulation. Males have venomous spurs on each ankle.

Platypus are most often found in slow-flowing streams, rivers and in lakes and dams.

In Tasmania, platypus are common in the lakes of the Tasmanian Central Highlands and in the rivers and streams of the south and north-west coasts. Tasmanian platypus (apart from those on King Island) are definitely bigger than their mainland cousins.



There is an increasing diversity of experiences in Tasmania and visitors to the island are no longer drawn merely for adventures in the rainforests of the state's giant World Heritage Area (WHA).

Tasmania's clean and green image has helped the state establish a delicious reputation – one where cool-climate wines and fresh foods feature on a traveller's itinerary.

For Tasmania is a gourmet isle, and it's simple for visitors to take part in their own food festival. From smoked salmon and abalone, to cheeses, honey ice cream and some of Australia's finest pinots, sparkling wines and whiskies. Touring about Tasmania can be a bon vivant's nirvana. Whether you source fresh food from the state's plethora of farm gates or from restaurants that covet the freshness of their produce, good food is as much a part of Tasmania as the World Heritage Area and the iconic Tasmanian devil.

Tas Live Abalone

This abalone processing and marketing company operates from a facility just 10-minutes drive from Hobart airport or Hobart's Salamanca Place. Green-lip and Black-lip abalone are harvested from Tasmania's pristine waters. The company currently supplies some 300 tonnes of live abalone to mainland China. Tas Live Abalone also dries abalone to the quality of the legendary kipping product of Japan.

The company deals in quality rather than quantity and, with an office in Shanghai, is the only Australian abalone marketing company with a presence in China. It exports to not only various cities in China as well as Japan but also Malaysia, Singapore, Korea, Canada and USA.

Tas Live Abalone is a member of the Tasmania Abalone Council of Tasmania.

www.tasliveabalone.com.au

Cascade

Founded by Peter Degraives in 1824, the Cascade Brewery Co. in Hobart, Tasmania, is Australia's oldest brewery. Degraives vowed then to produce "genuine beer... beer that cannot be excelled in this colony". Today Cascade brewers uphold this vision, producing beers of the finest quality.

Set near the foot of Mt Wellington just off South Hobart, the historic brewery is set by some 250 hectares of forest. The brewery is of great interest to beer lovers, connoisseurs, heritage buffs and the tours of the brewery are popular with beer lovers and the just plain curious folk from all over the world.

www.cascadebrewery.com.au



Hellyers Road Distillery

The Hellyers Road Distillery is the largest single malt whisky distillery in Australia. Hellyers produces three varieties of single malt whisky – original, slightly peated and peated. The Original Pure Australian Single Malt Whisky is their flagship product. It's distilled from Tasmanian grown malted barley, pure rainwater (courtesy of the Roaring Forties), and yeast. The whisky is matured in American white oak barrels and bottled at 46.2% (alc/vol). The Australian Single Malt Whisky has not been chill filtered and does not have any artificial colouring.

www.hellyersroaddistillery.com.au

Tasmanian Wines

Tasmania's temperate climate nurtures plump chardonnay, pinot noir, gewürtztraminer and riesling grapes. These cool climate varieties are the island's specialty as the conditions are similar to Burgundy in France. Tassie's impressive wine CV is strengthened by a touch of sparkle: Tasmanian grapes also give the zeitgeist to some of Australia's best bubbly (sparkling wines).

Some of Australia's finest pinot noirs have their provenance on the island. Without a hint of braggadocio Tasmania's friendly, plain speaking vineyard owners, wine makers and cellar door folk will tell you themselves. But if you need more evidence of Tasmania's wine kudos you could soak this up: Tamar Ridge's sauvignon blanc was named the best of its type in the world by the UK's Decanter magazine.

www.winetasmania.com.au

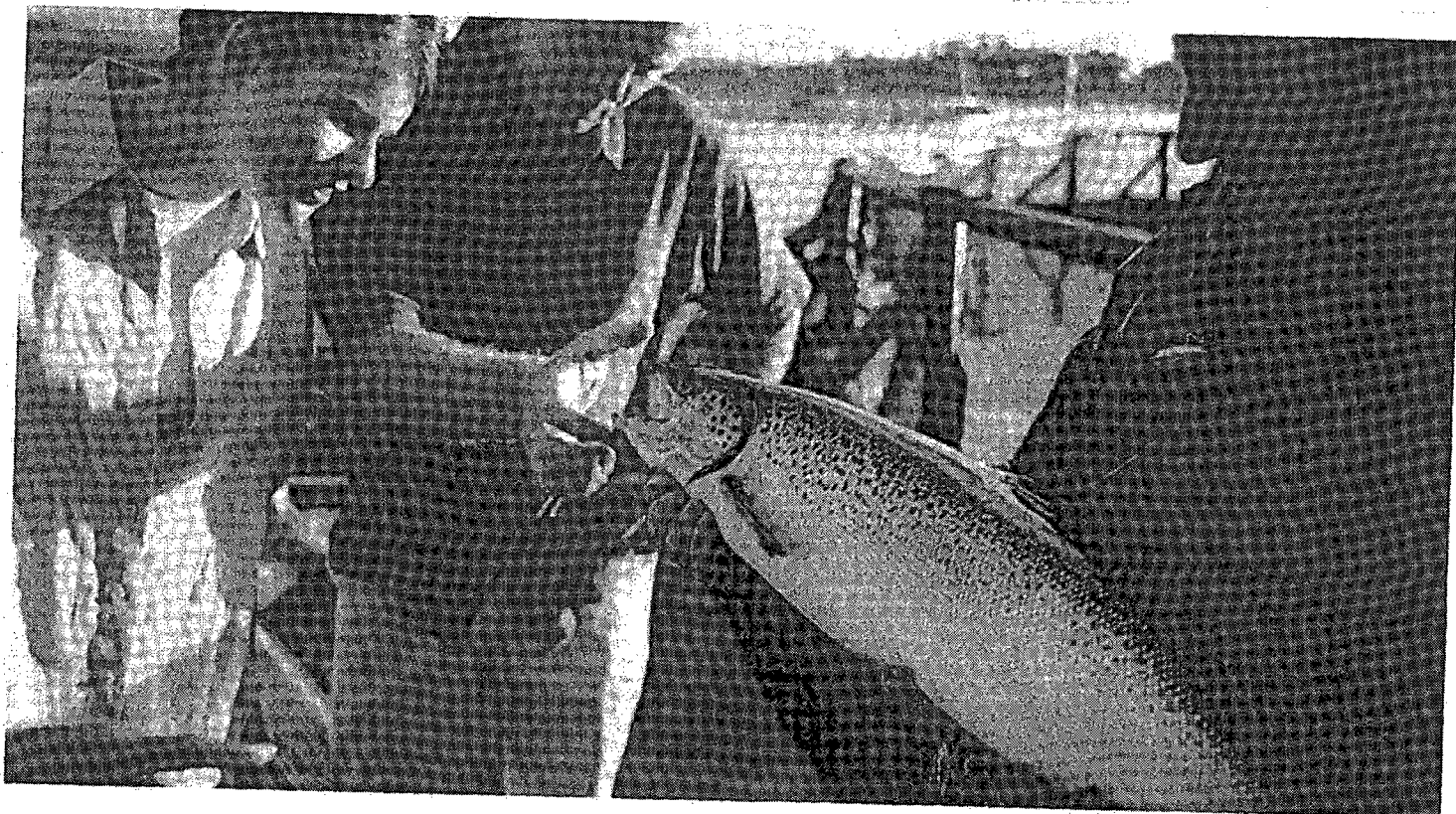
J Boag & Son

James Boag's Premium is one of Australia's finest brews. It's the most awarded beer in Australia's brewing history. Turn up to a barbecue anywhere in Australia and there is every chance someone will be drinking a Boag's. The world renowned beer was first brewed in 1853 by the banks of the Esk River in Launceston, Tasmania, by James Boag.

Boag's son must have been impressed by the old man's commitment to purity and taste for he admirably carried on the tradition of using the finest ingredients and Tassie's pure water in the brewery.

Today J. Boag & Son melds innovative technology, traditional brewing techniques and the pride and passion of employees to produce world renowned beers.

www.boags.com.au



Tassal Salmon

Tassal employs Tassie's clean waters in a slightly different manner to the Boag's brewery. The company is at the forefront of the Australian aquaculture industry and the clean waters of Tasmania are the not so 'secret ingredient' which is used to help grow their flagship Atlantic salmon. Tassal is the largest aquaculture company in Australia, marketing 70 per cent of the Tasmanian salmon industry's production. The company has a highly respected team of marine biologists and experienced salmon farming personnel who together are aiming to perfect the growing of salmon.

www.tassal.com.au

Southern Rocklobster

The Australian southern rocklobster (*Jasus edwardsii*) is a coveted delicacy. It is revered for its sweet rich flesh, firm texture and size. The rugged Southern Ocean is amongst the cleanest and coldest oceans in the world. Its uncorrupted waters are fertile lobster grounds and fishing boats from various ports in Tasmania operate in them.

Southern Rocklobster operates a Clean Green program that is a world first rocklobster supply chain management strategy. It is a product certification program integrating 'pot to plate' standards for environmental management, food safety and quality, work place safety and animal welfare. Each rocklobster is tagged with a barcode and is therefore fully traceable along the supply chain.

www.southernrocklobster.com

Petuna Seafoods

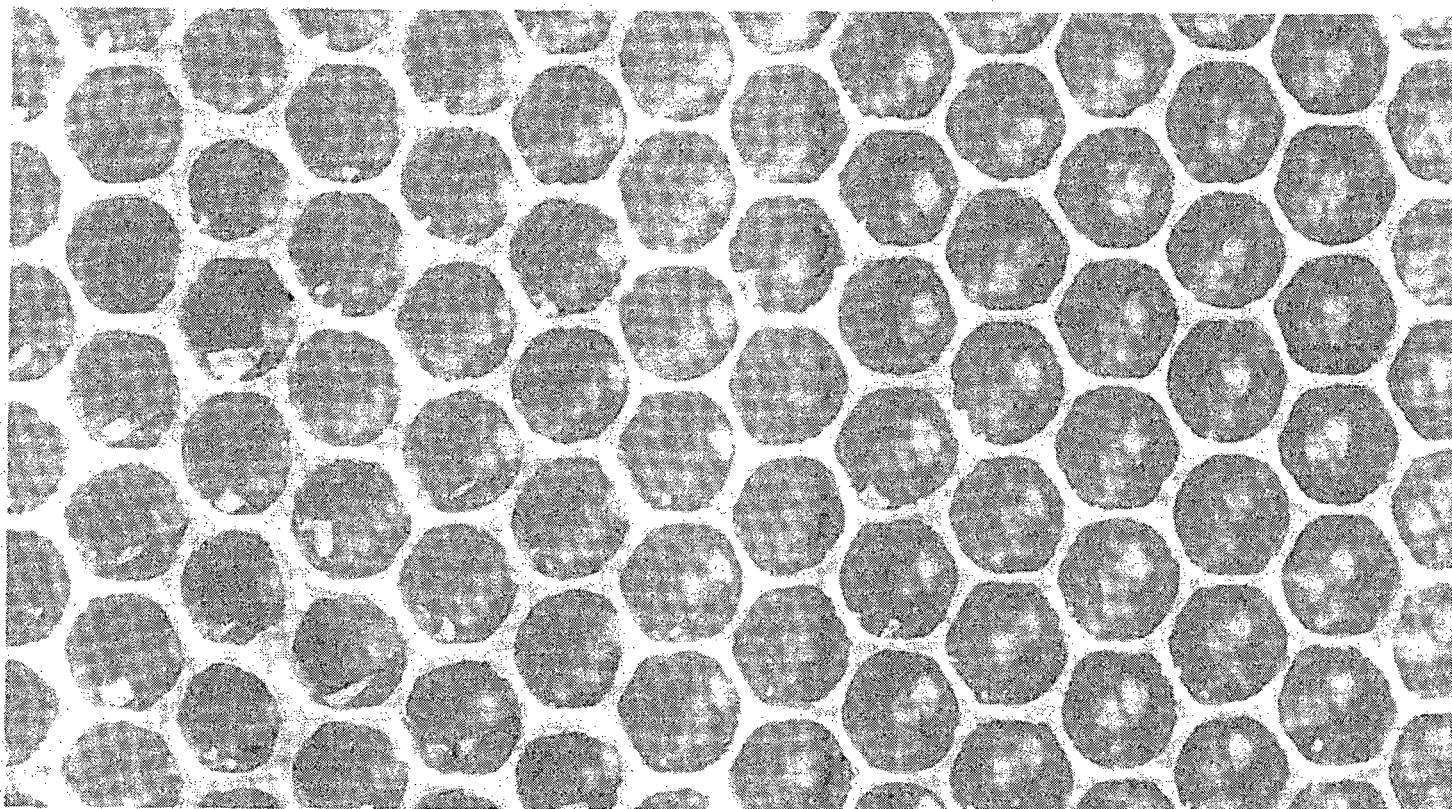
Petuna Seafoods is a family-owned business that has been involved in Tasmania's fishing industry since 1950. It prides itself on producing seriously fine seafood.

Petuna operates its own deep-sea fishing vessels and raises ocean trout and Atlantic salmon at sea farms in the unspoilt waters of Tasmania's southwest wilderness.

Petuna is the largest producer of ocean trout in Australia. The company controls all major elements of its production chain to ensure a quality of product and continuity of supply, from the egg to the plate, all year round.

Tetsuya Wakuda, whose restaurant is currently rated one of the top 10 in the world, has Petuna Ocean Trout as his signature dish.

www.petuna.com



Nutpatch Nougat

Nutpatch Nougat products are hand-made in small batches on a farm located near Kettering, a small town 32 kilometres (19.8 miles) south of Hobart. Nutpatch Nougat is made using natural ingredients. There are two flavours: hazelnut and almond. The hazelnuts are grown and roasted on the farm where the nougat is made. All nougats are made by hand in small batches with just the right touch of Tasmanian honey and egg whites from a local Tasmanian farm. Sixty per cent of the nougat is nuts.

www.tassienaturals.com

Blue Hills Honey

Blue Hills Honey is produced from a farm near Mawbanna, in the north-west of Tasmania near the edge of the Tarkine wilderness. Their feature product is *Leatherwood Honey*, collected from bees living in the heart of the Tarkine forests, one of the largest remaining tracts of temperate rainforest in the world.

Leatherwood trees are endemic to Tasmania and the honey has a strong, distinctive flavour. Blue Hills has produced premium honey sourced from the pristine Tarkine wilderness since 1955. It is the only apiary to operate in this region. This is pure honey straight from the comb.

www.bluehillshoney.com

Ashbolt

Robert and Anne Ashbolt's farm encompasses 375 hectares (925 acres) of rolling hills in Tasmania's Derwent Valley. Their Ashbolt brand reflects the family's dedication to producing the highest quality and healthiest products (premium olive oil; drink concentrates; and heritage fruit wines).

Their acclaimed Elderflower "Drink of the Angels" (Gold Medal Winner – 2005, 2006 and 2007 – Fine Food Awards Tasmania), is a delightful lip smacking non-alcoholic alternative to wine and soft drinks. Refreshing and thirst quenching, it is made from the tiny white flowers of the elder tree. Its exquisite crisp flavour has delicate nuances of lychees, flowers, lemons and cider.

www.ashbolt.com.au



Diemen Pepper

Diemen Pepper produces dried pepperberries and leaf from the native Tasmanian rainforest shrub *Tasmannia lanceolata*, found only in areas of high altitude and high rainfall on the island of Tasmania.

In addition to the native pepper berry, Diemen Pepper incorporates other native Australian food products, such as roasted wattle seed and lemon-myrtle. The Tasmanian mountain pepper berry is a berry, not a peppercorn and has a very elegant fruity, floral aroma and a smooth "heat" that is very different from other peppers.

www.diemenpepper.com

Tas-Saff (Tasmanian Saffron)

Tas-Saff, at Cygnet, in the Huon Valley just south of Hobart, is thought to be the prime saffron producer in Australia. Only 100 milligrams (0.0035 ounces) of Tas-Saff saffron is needed to flavour and colour a dish for four to eight people. Many other saffron producers recommend 500 milligrams (0.017 ounces) to achieve the same result.

Saffron is harvested in April when the flower blooms. The annual Tas-Saff crop once fitted into a car's glove box. Production has since expanded and the annual harvest now takes up some of the front passenger seat as well.

www.tas-saff.com.au

King Island Dairy

King Island is just 80 kilometres (50 miles) off the north-west coast of Tasmania. The mightily skilled folks at King Island Dairy produce handcrafted and internationally renowned products. All are made from locally supplied milk, which comes from the dairy cow herds grazing on the island's lush and clean pastures.

The company is over 100 years old. The premium handcrafted cheeses and indulgent dairy products include rich, creamy bries, earthy washed rinds, feisty blues, biting aged cheddars, pure creams and oh-my-god! yoghurts.

www.kidairy.com.au



Abalone Farms Australia

This company, at Bicheno on Tasmania's east coast, established one of the first abalone farms in Australia. The company ingeniously harvests the pure cool waters of the Tasman Sea to grow abalone in sea-side tanks.

Tasmania is the largest producer of wild abalone in Australia but farming the prized shell fish means smaller more affordable abalone can be harvested. Abalone Farms Australia started operations with just a couple of tanks. There are now more than 700.

The company sells as much stock as it can farm. Some of the green-lip abalone is sold in Australia's best restaurants.

Email: abalone.farms@bigpond.com

Cripps Premium Tasmanian Shortbread

The Friesian and Jersey cows in the dairy herds of Tasmania's north-west dine out on some of the world's cleanest air and rainwater pure as Doris Day and produce luscious, creamy milk. Churned with skill and care the pure cream becomes golden butter, the delicious heart of Cripps Premium Tasmanian Shortbread.

Cripps' melt-in-your-mouth shortbread is made from an old family recipe using just three high-quality natural ingredients. These traditional shortbreads are specially crafted to be buttery, light, crumbly, and delicious.

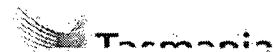
www.cripps.com.au

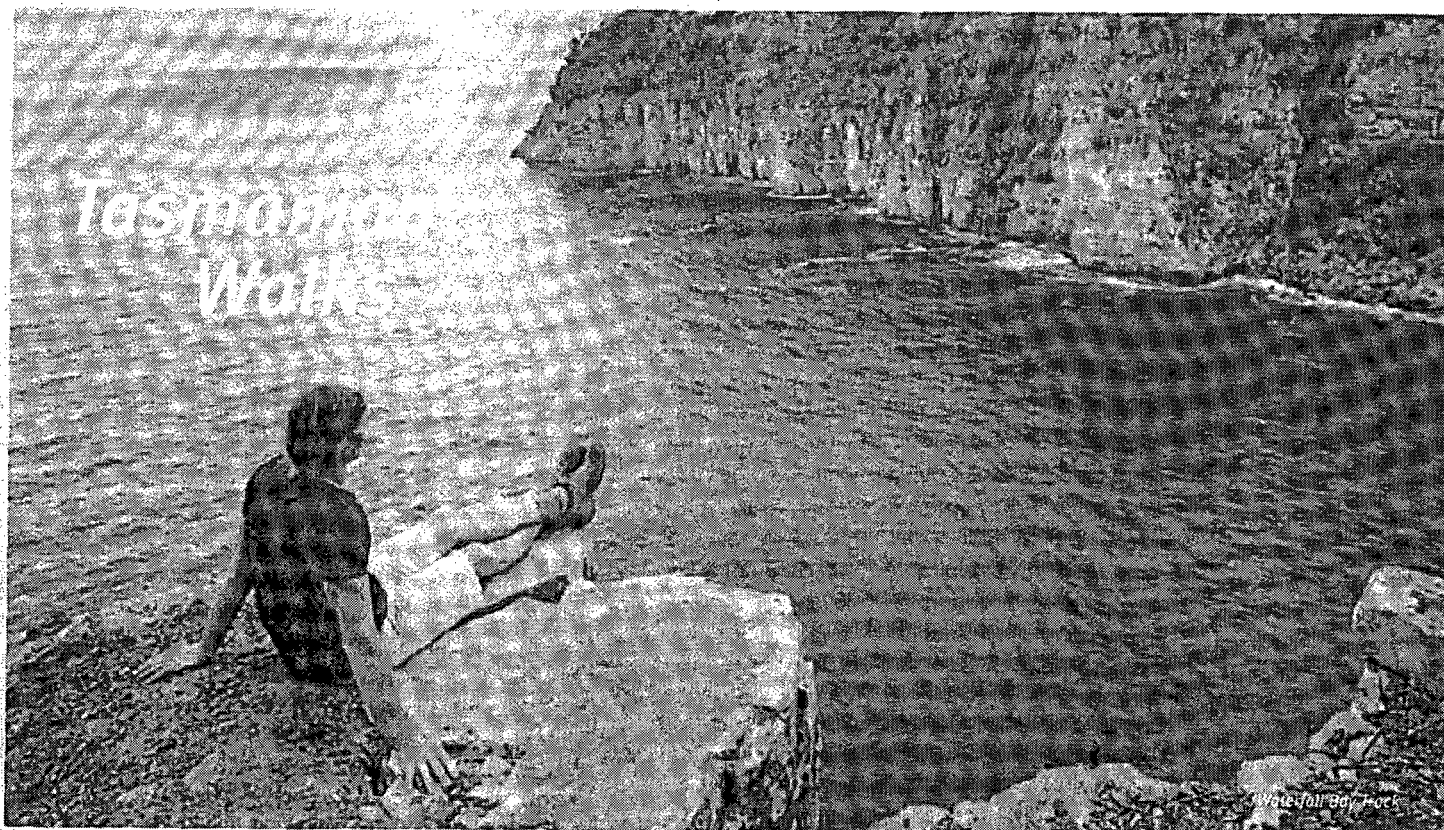
Tasman Meats

The Tasman Group exports to more than 50 countries. The company's key brands, King Island Beef, Tasmanian Premium Beef and Tasmanian Premium Lamb, are highly prized by committed carnivores.

Tasmania's clean and green reputation extends to food safety. Tasman Meats provides consumers with high quality red meat that they can trust. This is achieved through integrity in production and ensuring traceability of all products. The company is a winner of various awards including the recent 2007 Tasmanian Export (Agribusiness) Award.

www.tasmangroup.com.au





Tasmania might be at the edge of the world but it isn't just for hardy explorers. The island's ancient World Heritage wilderness, its deserted white sand beaches, and its prolific wildlife can be experienced with gourmet food and fine wine. Walking Tasmania-style can include architect-designed standing camps, eco lodges, gourmet food and local wines. The walking can be less taxing than choosing which wine you will have with your sautéed scallops. On walks in Tasmania your soul will be as grateful as your tastebuds. The simple process of putting one foot in front of the other can lead you through rainforests, past glacial lakes and along deserted beaches to extraordinarily natural highs. Take one of Tasmania's five unhurried walking packages offering one, four to six night journeys along the east coast or through the western wilderness. The environment will be grateful. So will you.

Great Walks of Tasmania

Even just a few years ago it would have been largely inconceivable to contemplate multi-day walks around parts of Tasmania's national parks and World Heritage Areas supping on wine and fine food. Noodles, kerosene food stoves, wet sleeping bags and fantasies of warmth were far more common among bush walkers than fine fare.

On The Maria Island Walk, The Freycinet Experience Walk, Cradle Mountain Huts, Bay of Fires Walk, The South Coast Track, The Tarkine Rainforest Track and the Walls of Jerusalem, guests trek through World Heritage Areas or national parks and yet savour fresh local produce and wine along the way. In some cases they stay in architect-designed standing camps.

These companies make up The Great Walks of Tasmania Group, launched in August 2009. "It is an exciting new opportunity where operators will work collaboratively to raise awareness of the wonderful guided walk experiences Tasmania has to offer," said group spokesperson, Ian Johnstone from The Maria Island Walk.

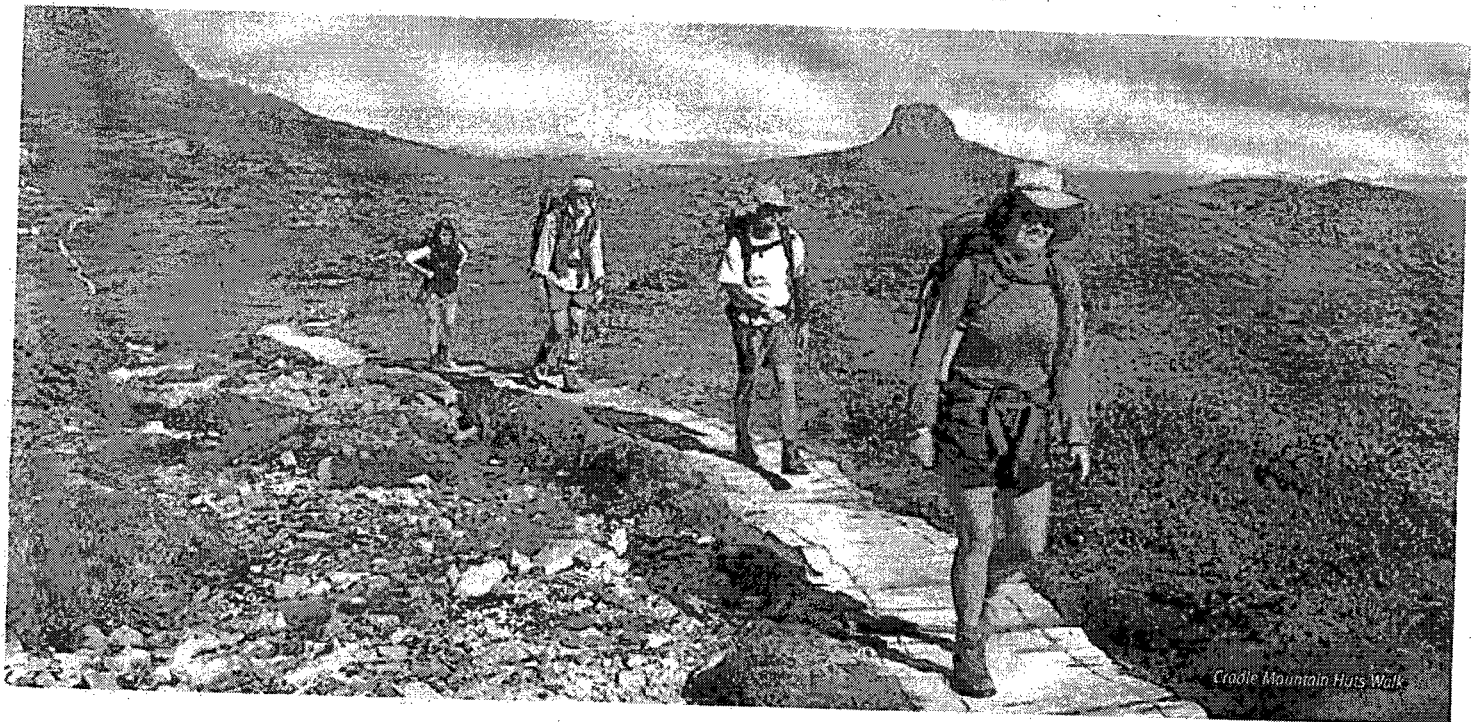
"Our wilderness, our wildlife and heritage are all special points of difference for Tasmania and combining this with friendly and passionate guides, we offer experiences as special as any in the tourism world," said Mr Johnstone.

Whether by design or good luck these great walking companies have spread themselves across Tasmania. Which means guests can walk with a light backpack and a very satisfied stomach over much of the finest regions in the state, and learn lots about the local wildlife.

www.greatwalktasmania.com

discovertasmania.com

 **Tasmania**



Cradle Mountain Huts

The Cradle Mountain Huts six-day walk follows the iconic Overland Track through Tasmania's World Heritage Area. This fully guided walk mixes the Tasmanian wilderness with local food, wine and private, purpose-built cabins. It is the only walk of its type in the Cradle Mountain Lake St Clair National Park.

This 60 kilometre (40 mile) journey offers a rare privilege – one of the world's great walks through an ancient and richly varied landscape is normally accessible only to the hardy – for at the end of each day hikers sleep in private, environmentally-sensitive cabins. There are hot showers. Food and wine can feature almost as much as the mountains, rainforests and indigenous wildlife.

The huts have been designed to complement their sensitive surroundings. Each hut contains twin share accommodation, toilets, heating, full kitchen facilities and a living/dining area. The guides on this unhurried journey share their knowledge of the landscape, the flora and the fauna, to ensure a rich and informative journey.

www.cradlehuts.com.au

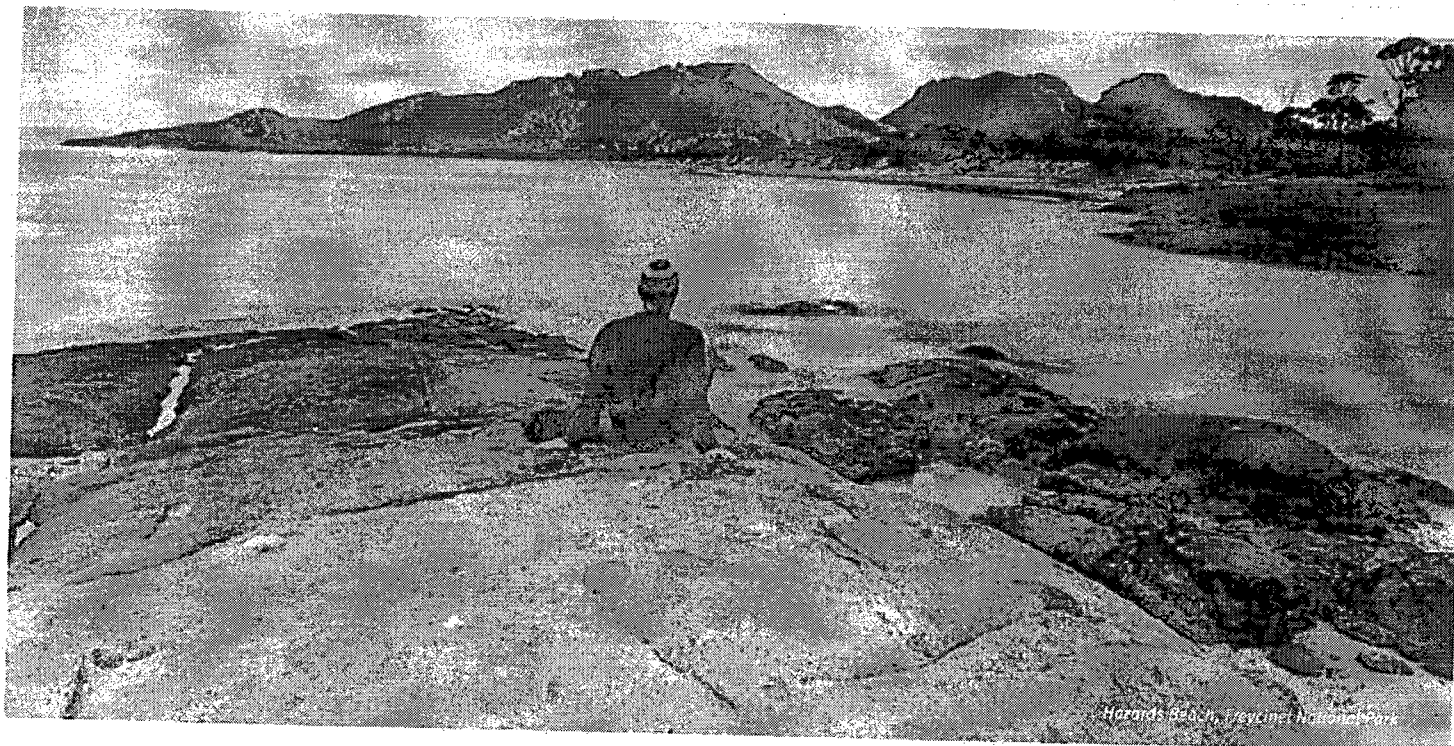
The Maria Island Walk

The multi award-winning Maria Island Walk is a four-day guided journey through stunning coastal and mountain landscapes on an island national park.

Walking is the usual form of transport on Maria as there is no access for private vehicles. It's doubtless good news for the kangaroos and wallabies, wombats, Cape Barren Geese, and the two park rangers who live on the island. All of Tasmania's endemic birds also enjoy the island sanctuary. The walk also features secluded beaches, marine life, forests, and at the northern tip of the island, a 19th-century convict settlement.

Each walk is limited to just eight guests. Two local and knowledgeable guides nurture an intimate and friendly experience. There is candlelit dining each evening where renowned Tasmanian fine food and wines are served in elegant wilderness camps. The final night is spent in the restored, Bernacchi House at the UNESCO World Heritage Listed Dartington Probation Station.

www.mariaislandwalk.com.au



Bay of Fires Walk

The Bay of Fires, on the north-east coast of Tasmania, includes some 30 kilometres (20 miles) of coastline where there are more extraordinary white sand beaches than houses.

The four-day walk features some of Tasmania's best attributes – fine local foods, cool-climate wines and undeveloped landscapes.

There are never more than 10 walkers and there are two guides on tour. The guides have regular cooking lessons from one of the best chefs in Tasmania. Besides the eating, drinking and walking – a maximum of about 14 kilometres (eight miles) is walked on any one day – there is also time for guests to snorkel in the Tasman Sea.

Guests stay in standing camps – the sleeping 'tents' have canvas roofs but they also have timber floors – and two nights are spent at the Bay of Fires Lodge. The sea-side lodge has become something of an exemplar for stylish and sustainable accommodation. Rainwater is collected and stored for use in the bathrooms and kitchens. Solar panels provide power for all lighting. Yet visitors might remember the lapping waters of the Tasman Sea and encounters with indigenous wildlife before the surreptitious highlights of the sustainable lodge.

www.bayoffires.com.au

The Freycinet Experience Walk

The four-day Freycinet Experience is a fully-catered walk along the entire length of the Freycinet Peninsula on Tasmania's east coast. The walk allows guests to venture deep into the heart of the dramatic Freycinet National Park and return at night to elegant accommodation and fine food and wine at the secluded Friendly Beaches Lodge. The lodge is not connected to town water or the electricity grid and is a winner of awards from the Royal Australian Institute of Architecture for its sustainable design.

The walk covers some 36 kilometres (25 miles) and takes you along deserted beaches, up pink granite monoliths, through the heart of the rich native heath lands of the Freycinet National Park and to spectacular Wineglass Bay. Here the environment guides what you and the walk's operators do.

www.freycinet.com.au



The South Coast Track

Operated by Tasmanian Expeditions, this nine-day walk is the most challenging of the Great Walks of Tasmania. It is a bushwalking expedition into the heart of the magnificent and rugged South West National Park, often compared to the Kokoda Track in Papua New Guinea. Wild unspoilt wilderness, remote untouched beaches, rugged mountain ranges, pristine rivers, and towering rainforests await you on this spectacular adventure.

Originally an escape route for shipwrecked sailors, the South Coast Track now doubles as an escape route from modern life. The trip begins with a spectacular flight to the remote airstrip at Melaleuca in the heart of the wilderness. From here hikers trek east for nine days along the 80 km track following the coast and finishing at Cockle Creek. The generous time frame allows for side trips and a complete rest day for swimming and relaxing on an empty beach. Amidst this truly wild area hikers will discover a land with a history of early pioneers and indigenous Australians that is occupied by an abundance of wildlife including wombat's, pademelons, quolls and the rare orange-bellied parrot.

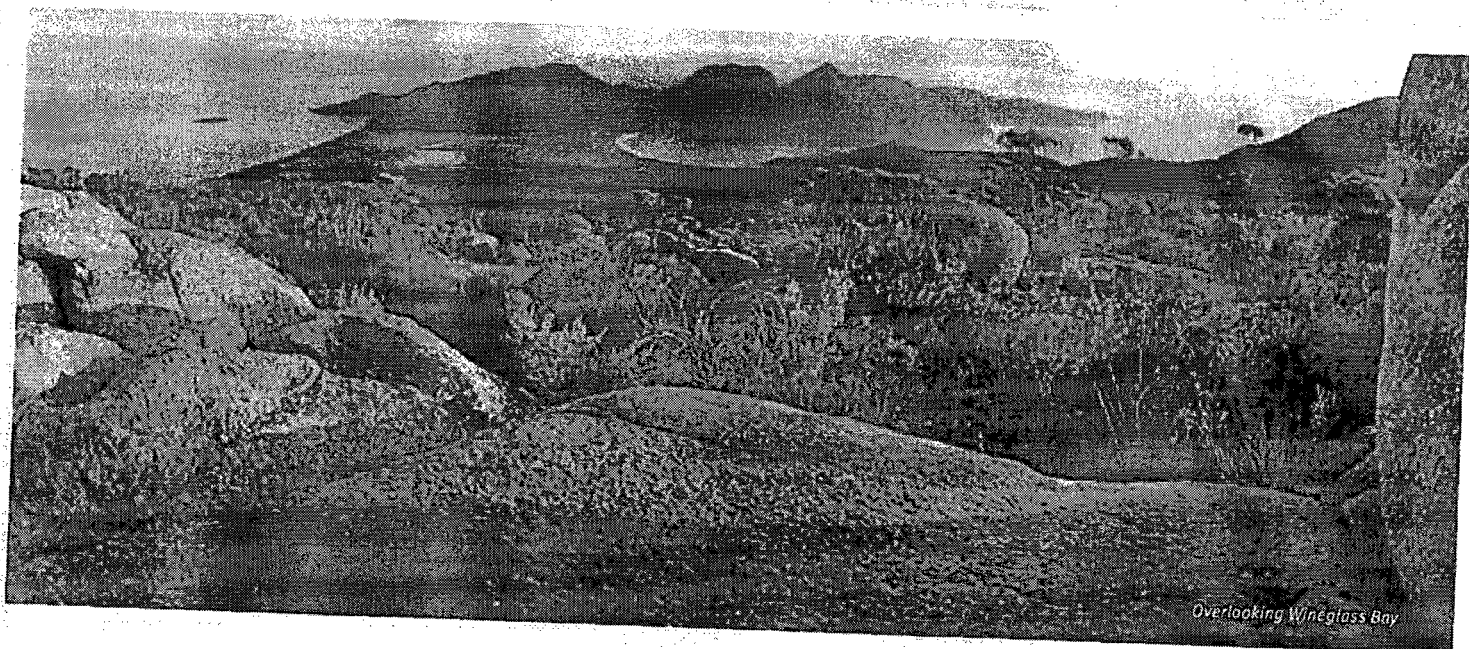
www.tasmanianexpeditions.com.au

The Tarkine Rainforest Track

Journey through the largest cool temperate rainforest in the southern hemisphere on a custom built walking track. With no other visitors to the region, the small groups travel through a pristine and remote ancient forest wilderness, fostering a genuinely profound and memorable vacation experience. The Tarkine Rainforest Track transports people into a foreign world, with its vast tapestry of rich greens which forms the backdrop for the six-day walk. Towering rainforest, horizontal trees, giant fresh water lobster and every colour of fungi imaginable all reside within this green wonderland. Recognised globally for its ecological significance, this forest is a direct link to the ancient continent of Gondwana.

The rainforests of the Tarkine wilderness, some 177 000 hectares, include the largest unbroken stand of rainforest in Australia. These rainforests are recognised as being one of the most significant tracts of temperate rainforest on earth. This area was assessed as 'high-quality wilderness' as part of the Regional Forest Agreement and has been recommended for protection and World Heritage nomination on a number of occasions.

www.tarkinetrails.com.au



Overlooking Wineglass Bay

The Walls of Jerusalem Experience

Operated by Tasmanian Expeditions, this introductory bushwalk explores Tasmania's only true alpine National Park, the Walls of Jerusalem. Carrying only the day's necessities we are able to explore soaring dolerite peaks, alpine lakes, ancient pencil pine forests and an abundance of wildflowers from the remote and comfortable base camp. Only accessible by foot, this undiscovered jewel provides an authentic experience within Tasmania's World Heritage Wilderness and this trip is an ideal opportunity to introduce yourself to wilderness camping without carrying full backpacks over long distances.

The four days are filled with long walks carrying only the day's necessities, returning at the end of each magnificent day to the comfortable camping set up. The evenings are yours to relax and enjoy as the guides charm you with their skill in preparing Tasmanian gourmet delights. This is a perfect trip for anyone keen to experience a true wilderness environment and enjoy the simplistic yet rewarding experience of remote camping.

www.tasmanianexpeditions.com.au

Wineglass to Wine Glass

Wineglass Bay on the Freycinet Peninsula is regularly voted one of the best beaches in the world.

On this intimate one-day tour you can explore the beach, learn some of the region's rollicking historical tales and taste a selection of the region's finest food and wine.

Wineglass to Wine Glass captures the history, nature, food and wine of the Freycinet Peninsula. A maximum of eight guests depart from the Freycinet Lodge mid-morning. Apart from the beach and the gourmet lunch, local wildlife, forests and Aboriginal middens dating back tens of thousands of years will feature.

Lunch is served on a secluded point near Hazards Beach. Local seafood, beef, quail, the east coast's finest wines and Tasmanian cheeses are served in a waterside standing camp. There are no buildings or roads anywhere close. It is highly unlikely you will encounter at lunch time anyone else but those on the walk. After the feast, the afternoon can be spent beachcombing or swimming in Great Oyster Bay before boarding a motor cruiser for the half-hour ride back to Freycinet Lodge.

www.puretasmania.com.au/wineglass

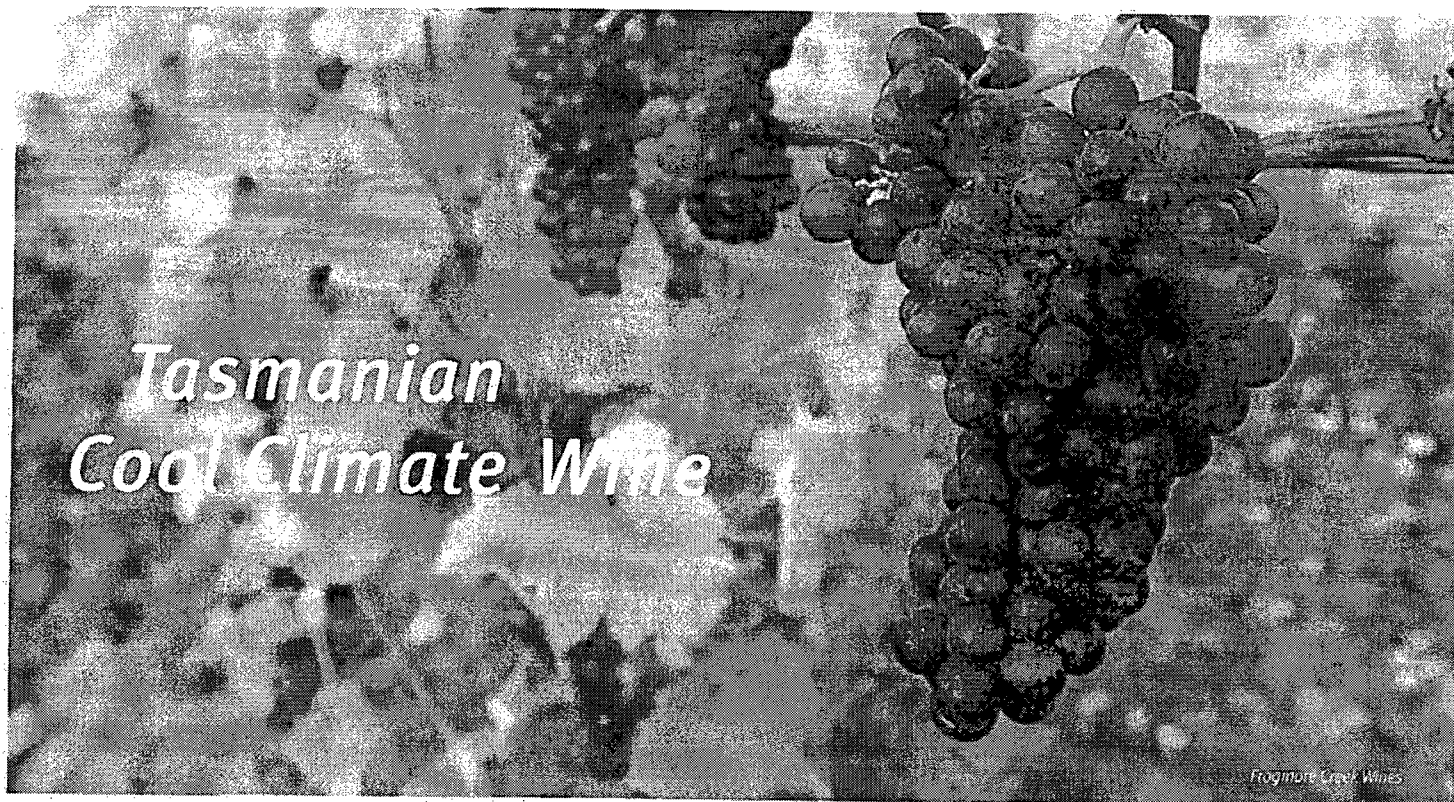
60 Great Short Walks

Tasmania offers walking experiences for all levels of fitness and challenge. The 60 Great Short Walks offers diverse walking opportunities that take you into a range of environments including rainforests, along ancient sea cliffs, beside turquoise seas and over jagged mountain peaks. You can walk the coastal beaches of the Bay of Fires or head deep into the southwest wilderness and feel like the only soul on earth. The walks are located throughout Tasmania and can generally be accessed from major roads.

www.parks.tas.gov.au

discovertasmania.com

 Tasmania



Tasmania will host the 2012 International Cool Climate Wine Symposium, to be held in Hobart February 1-4 2012, supported by a program of regional wine and food events. According to Wine Industry Tasmania CEO Sheralee Davies, "hosting this international conference in 2012 provides Tasmania with an outstanding opportunity to reinforce its cool climate winemaking credentials to the world".

The centrepiece of the conference will be the results of a major national research project into pinot noir and sparkling wines which is expected to attract much attention from around the world.

For updates and further information visit www.winetasmania.com.au/iccs

Tasmania's temperate climate nurtures plump chardonnay, pinot noir, riesling, sauvignon blanc and pinot gris grapes, producing wines of natural elegance and intensity. Tasmania's impressive wine CV is strengthened by a touch of sparkle: Tasmanian grapes also create some of Australia's best sparkling wines.

Some of Australia's finest pinot noirs have their provenance on the island. Without a hint of braggadocio Tassie's friendly, plain speaking vineyard owners, wine makers and cellar door folk will tell you themselves. But if you need more evidence of Tasmania's wine kudos you could soak this up: Tamar Ridge's sauvignon blanc was named the best of its type in the world by the UK's Decanter magazine and the Bay of Fires pinot noir was also awarded the 'Best Red Wine' trophy at the National Wine Show of Australia in November 2010. This was the first time a pinot noir has won the award.

Stefano Lubiana

After searching Australia, fifth-generation winemaker Steve Lubiana selected Tasmania for his cool-climate vineyard.

Overlooking the spectacular tidal estuary of the River Derwent at Granton, 20 km (12 miles) north of Hobart, Stefano Lubiana Wines remains a family owned and operated business, focused on producing small quantities of hand crafted, cool climate, Tasmanian wines.

First planted to the Burgundy varieties of chardonnay and pinot noir during the spring of 1991, the vineyard has expanded over the years to its current area of 18 hectares of closely spaced vines. There are also plantings of merlot, sauvignon blanc, pinot grigio, riesling and nebbiolo.

Stefano Lubiana Wines are distributed nationally to every state and territory, and to a number of overseas countries.

www.slw.com.au



Jansz Methode Tasmanoise®

Jansz Tasmania is one of few Tasmanian specialist vineyards. It is solely devoted to sparkling winemaking and has described the technique used in creating their wines as *Méthode Tasmanoise®*.

The winery was established in 1985 as a joint venture between Heemskerk Vineyards and famous Champagne house Louis Roederer. The Hill-Smith family acquired Jansz in 1997 and the brand was re-born Jansz Tasmania. Jansz Tasmania's wine room and vineyard lies in a small north-eastern corner of Tasmania known as 'Sparkling Tasmania'. Nestled in the heart of Pipers River region, Jansz Tasmania can be found by following the Northern Tasmanian Wine Route, via the Tamar Valley.

www.jansztas.com

Moorilla

Moorilla has been in the vanguard of the Tasmanian wine industry for more than five decades. It was established in 1958 by Claudio Alcorso, an Italian textile merchant. His vision was for Moorilla to become a place where new world aesthetics were imbued with old world values.

David Walsh and his partners acquired Moorilla in the 1990s and later established the Moorilla Museum of Antiquities. In 2005 the vision evolved further with the construction of the Ether Building and the development of iconic brands like the Source Restaurant and Moo Brew. Four radical accommodation pavilions have been added to the existing four and a new winery has been established.

In 2011 evolution became revolution when the MONA Museum of Old and New Art unveiled its radical artistic and cultural agenda in January.

www.moorilla.com.au

Tamar Ridge Tasmania

Tamar Ridge has forged a reputation as one of the state's finest wine producers and has gained international recognition for its sauvignon blanc, riesling, chardonnay and pinot noir. These cool climate varieties thrive in the gentle maritime conditions of the Tamar River estuary. The wines showing exemplary varietal fruit flavours, balanced natural acidity and real richness and intensity. They are an elegant statement of the pristine environment that is the hallmark of Tasmania. Tamar Ridge – true cool climate elegance – 100% Tasmanian.

www.tamarridge.com.au



Clover Hill

Set in the Piper's River region of north-east Tasmania, Clover Hill was established in 1986 as a dedicated sparkling wine estate. Planted solely to traditional sparkling wine varieties – chardonnay, pinot noir and pinot meunier. The 64.7 hectare (160 acre) property overlooks Bass Strait, has a similar climate to the Champagne region of France.

Clover Hill's commitment to creating one of Australia's finest sparkling wines was recognised when it won the '2005 Tasmanian Vineyard of the Year'.

www.taltami.com.au

Frogmore Creek

The straight-forward, down-to-earth winemaking techniques employed at Frogmore Creek produce wines with clear and characteristic varietal fruit flavours.

Frogmore Creek wines are estate-grown in south-eastern Tasmania. The highly acclaimed range of wines is the product of matching apposite varieties of grapes to true cool climate viticulture and following this through with master winemaking. The company's 42 Degrees South label reflects the fruit driven wines from grapes sourced from throughout the state.

www.frogmorecreek.com

Domaine A/Stoney Vineyard

According to Wine Industry Tasmania the Domaine A/Stoney Vineyard wines are frequently compared to the great wines of the world and are wines made for the classicist. The Domaine A cabernet sauvignon has joined the list of Australia's Top 100 Wines for the Langton Classification, the first Tasmanian red wine to do so. Not surprisingly the Domaine A cabernet sauvignon can be found in many of the best restaurants throughout the world including Gordon Ramsey's restaurants. The vineyard is in the Coal River Valley near Hobart.

www.domaine-a.com.au

Pirie Tasmania

Dr Andrew Pirie's viticulture and wine making experience has been accrued during his 30 consecutive vintages in Northern Tasmania. Pirie Tasmania is the culmination of the work which began in 1974 when the Pipers Brook Vineyard was founded. The Pirie name is synonymous with Tasmanian wines.

www.pirietasmania.com.au



Lalla Gully

Established in 1992, Lalla Gully vineyard is located in the Pipers River wine region in north-east Tasmania. The 17.8 hectare (44 acre) property is dedicated to producing riesling and pinot gris, cool climate aromatic white varietals, as well as pinot noir. The wines display the lively characteristics, high acidity, mineral flavours and crisp finish typical of the cool Tasmanian climate.

www.taltarni.com.au

Tasmania's Wine Routes

Tasmania's boutique, yet burgeoning, wine industry boasts four distinct wine touring routes – the north, the south, the east coast and the north-west. All are within easy reach of major population centres or en route to some of Tasmania's icon attractions. Each route offers a diverse and sophisticated range of wine styles. These wines are available from an equally diverse array of cellar doors – from ultra modern restaurants to quaint cottages to heritage stables and converted backyard sheds.

You can tour Tasmania's Wine Routes easily by car or on a guided tour. There are a number of tour companies that offer half or full-day visits. Take your time to explore the varied wines of the Tamar Valley, located north of Launceston along both sides of the Tamar River and north-east to Pipers River. Explore the Derwent, Coal River and Huon Valleys, an easy drive from Hobart. En route to Cradle Mountain visit the north-west vineyards or sample wines en route to Freycinet and Wineglass Bay on the sunny east coast.

Please visit www.winetasmania.com.au for further information or to download a brochure on Tasmania's Wine Routes.



Media Contact: Gaye Jacobs, DCI

(310) 541-5661; gaye.jacobs@aboutdci.com

**A RENAISSANCE OF TASMANIAN ARTS AND CULTURE EVENTS THIS
AUTUMN AND WINTER**

Hobart, Tasmania, Australia (June 22, 2012): Tasmania is experiencing a virtual renaissance of arts and cultural events to warm the soul over the cooler months. Premium epicurean events including **Chocolate Winterfest** are set to lure discerning gourmands to the island. The **Dark Side of the Brew Festival** will delight beer enthusiasts with hand-crafted and award-winning beers, while the **Theatre of the World Exhibition at MONA**, **Festival of Voices** and **Devonport Jazz Festival** will charm music and arts lovers alike.

For a full and up-to-date listing of Tasmanian events and information on travelling to Tasmania, visit the Discover Tasmania website www.discovertasmania.com.au.

THEATRE OF THE WORLD EXHIBITION AT MONA – JUNE 23, 2012 TO APRIL 8, 2013

The Museum of Old and New Art's (MONA) latest exhibition, entitled *Theatre of the World*, brings together over 300 works, many never seen before, from MONA and the Tasmanian Museum and Art Gallery (TMAG). Curated by Jean-Hubert Martin with Tijs Visser, Oliver Varenne, Nicole Durling and the MONA and TMAG teams, *Theatre of the World* brings together an array of beautiful and intriguing works and objects of curiosity, with the highlight being 80 barkcloths from across the Southern Pacific.

What: A new exhibition bringing together over 300 pieces of art from MONA and TMAG, many never seen before

When: Sunday, June 23, 2012 to Monday, April 8, 2013

Where: MONA, 655 Main Road, Berriedale

How: Entry to the exhibition is included in the entry fee to MONA. \$20 for Adults and free to visitors under 18. Tickets can be purchased at the door or online at mona.net.au. For more information visit www.mona.net.au.

FESTIVAL OF VOICES – JULY 6 – 15, 2012

Festival of Voices is Tasmania's premier winter festival, celebrating vocalists and the power of song. Now in its 8th year, the Festival stages events for more than 10,000 singers and audience members, and showcases an increasingly wide range of interpretation of the voice, including choir and ensemble singing, spoken word, cabaret, debate, poetry, storytelling and hip-hop. Due to its rising popularity, the 2012 Festival will now be held over ten days and will include a range of innovative new events along with old favorites such as *FireSong*, the ever-popular bonfire and big-sing which for the first time will open the Festival.

What: A ten day festival celebrating vocalists and the power of song

When: Friday, July 6 to Sunday, July 15, 2012

Where: The Festival of Voices is held in various locations around Hobart

How: Festival of Voices has a number of free and ticketed concerts. Tickets can be purchased through the website. For more information on the Festival of Voices visit www.festivalofvoices.com.

CHOCOLATE WINTERFEST – JULY 8, 2012

Chocoholics everywhere unite for this wickedly delicious event! The Chocolate Winterfest is devoted to all things chocolate, and the quirky festival is sure to treat, inform, astound and amuse visitors. All ages can enjoy this day of indulgence and participate in eating, sculpting, decorating, drinking and even face painting with chocolate!

What: A chocolate-inspired festival with tastings, cooking classes and fun activities

When: Sunday, July 8, 2012

Where: Latrobe, Tasmania (an easy 10 minute drive from the Spirit of Tasmania ferry terminal in East Devonport)

How: Chocolate Winterfest is a free event. For more information visit www.chocolatewinterfest.com.au.

DARK SIDE OF THE BREW – JULY 8, 2012

The Dark Side of the Brew is part of the delicious Latrobe Chocolate Winterfest event, and is returning after a warm reception at its debut in 2011. The event celebrates the best of Tasmania's microbreweries, who have joined together to offer tastings of their best dark beers, whiskies and ciders. This year, visitors can take part in chocolate matching sessions and beer education workshops, and meet the

dedicated makers behind the mouth-watering, locally-brewed beverages. The Dark Side of the Brew is the first event of its kind in Australia, and is set to attract devoted dark brew fans from around the nation.

What: A beer, whisky and cider tasting experience as part of the popular Chocolate Winterfest event

When: Sunday, July 8, 2012

Where: Latrobe, Tasmania (an easy 10 minute drive from the Spirit of Tasmania ferry terminal in East Devonport)

How: This is a ticketed event. Tickets can be purchased at the gate. For more information on Dark Side of the Brew email Willie from Seven Sheds Brewery on willie@sevensheds.com.

DEVONPORT JAZZ FESTIVAL – JULY 26 – 28, 2012

Avid fans of traditional, contemporary, swing, Latin or be-bop jazz will be in their element at the annual Devonport Jazz Festival this winter. The event promises four exciting days of marvellous music, with leading interstate and local jazz musicians set to entertain listeners during this spectacular celebration of all things jazz.

What: A celebration of every aspect of jazz, food, dance and film

When: Thursday, July 26 to Sunday, July 29, 2012

Where: Various locations throughout Devonport

How: For a full program of events visit the Devonport Jazz Festival website closer to the date at www.devonportjazz.com.

For more information on Tasmania and developments for 2012 and to request a FREE Tasmania Holiday Planner visit www.discovertasmania.com



The Tasmanian Wilderness Area celebrates its 30th Anniversary UNESCO World Heritage Status/Tasmanian Air Adventures

December 2012 (8-12th) will mark the 30th anniversary of the inscription of Tasmania's Wilderness World Heritage Area (TWWHA) which will be feted across Australia's Natural State throughout 2013. The Tasmanian Wilderness World Heritage Area is rich in unique landforms, vegetation, flora and fauna, complex geographical features as well as historic and present cultural significance. It is a legacy of the last great wildernesses on earth, and a canvas rich in the stories of humanities' previous and current connections with the environment.

Covering one fifth of Tasmania's land mass and spanning almost 3.5 million acres, the Tasmanian Wilderness World Heritage Area is host to seven of the possible ten World Heritage Area inscription criteria (all of the possible four 'natural' criteria and three of the possible six 'cultural' criteria), a reality which saw it serve more criteria than any other World Heritage area on earth at the time of its inscription in 1982.

Tasmanian Air Adventures offers half-day trips over and into the UNESCO World Heritage listed Tasmanian Wilderness from Hobart's waterfront daily, weather permitting. This exclusive day trip includes a round trip seaplane scenic flight that takes in highland lakes, vertical escarpments and the mighty Gordon River where the plane will land for an easy walk through prehistoric temperate rainforest in the heart of the UNESCO Heritage listed wilderness area.

<http://tasmanianairadventures.com.au/adventures/gordon-river-wilderness-world-heritage-area>

Undiscovered Walking Experience: Tarkine Trails and new Tarkine Devil Project (help save the devil!)

Walkers can now join forces with conservationists to help bring the Tasmanian devil back from the brink of extinction through the Tarkine Devil Project. In a unique tourism experiment, guests on guided walks offered by Tarkine Trails will help scientists track local populations of the Australian island state's most iconic creature by collecting data from 45 motion-sensing cameras set up along the trails. The rain forests of the Tarkine wilderness, some 437,377 acres include the largest unbroken stand of rain forest in Australia. These rain forests are recognized as being one of the most significant tracts of temperate rain forest on earth.

<http://www.tarkinetrails.com.au/tarkine-devil-project/>

The world's largest surviving carnivorous marsupial is endemic to Tasmania, and the pristine wilderness in the island's north-west corner is one of the last areas to remain untouched by an aggressive facial cancer that has obliterated overall devil numbers by more than 80% over 15 years. The size of a small dog with powerful jaws, the animal was thought to live only in dry, coastal or open woodland. But the discovery of a thriving and disease-free population in Tarkine's dense rainforest offers scientists a valuable new opportunity to study their behavior in the wild and develop a better understanding of how the disease is spread.

The Tarkine Tours three-day Tarkine Getaway includes
(<http://www.tarkinetrails.com.au/our-tours/tarkine-getaway/>):

Day One:

- The scenic drive into the Tarkine including a unique view of Cradle Mountain (weather dependent) Stepping into the rainforest from the vehicle, engulfed by a green world
- Arrival at the Tarkine Rainforest Retreat
- Dinner at the new Tarkine Longhouse

Day Two:

- Day walk to Huskisson River – smell, taste and touch the rainforest for a total immersive experience
- Explore the Huskisson River – swim for those who are keen
- Relax at the Tarkine Rainforest Retreat

Day Three:

- Relaxing and exploring the forest surrounding the retreat
- Sunrise on the deck of the Tarkine Longhouse
- Lunch at Cradle Mountain

New Product Development – Maria Island Walk: Devil Spotting

Devil-spotting becomes a new experience on the four-day The Maria Island Walk, the winner of multiple Tasmanian and national awards for adventure tourism and ecotourism. <http://www.greatwalkstasmania.com/news/tasmanian-devil-spotting-on-the-maria-island-walk>

On this four-day guided journey through stunning coastal and mountain landscapes on an island national park, become immersed in Tasmanian wildlife: kangaroos and wallabies, wombats, Cape Barren Geese and all of Tasmania's endemic birds that find sanctuary on the island. Maria Island also features secluded beaches, marine life, forests, and at the northern tip of the island, a 19th-century convict settlement – all experienced on the walk.

Each walk is limited to just eight guests. Two local and knowledgeable guides nurture an intimate and friendly experience. There is candlelight dining each evening where renowned Tasmanian fine food and wines are served in elegant wilderness camps. The final night is spent in the restored, Bernacchi House at the UNESCO World Heritage Listed Darlington Probation Station. <http://www.mariaislandwalk.com.au/home.html>

New Accommodation: Villa Howden

With dreamy views across the D'Entrecasteaux Channel, this is a gem of a boutique hotel for anyone wishing to base themselves just south of Hobart, within 15 minutes of the city, but with Bruny Island and the Huon Valley on the doorstep. Ten suites with glorious views, public areas all furnished to five star standards by owner Val Harding, an indoor pool and a delightful chateau-style feel, make this one to put on

the definite list for self-drive holidays featuring boutique accommodation.
www.villahowden.com.au

Bill Peach Islands of the Bass Strait Air Cruise: Feb 1 – 12, 2013

Journey by aircraft the archipelago that is Tasmania. During 12 days, take in King Island, Tasmania and Flinders Island. Highlights include staying at luxurious accommodation including the Henry Jones Art Hotel and Freycinet Lodge. As well as seeing amazing scenery from Wineglass Bay, Cradle Mountain and the remote Flinders Island. <http://www.billpeachjourneys.com.au/tours/private-air-journeys/12-day-isles-of-the-bass-strait-expedition/>

HIGHLIGHTS

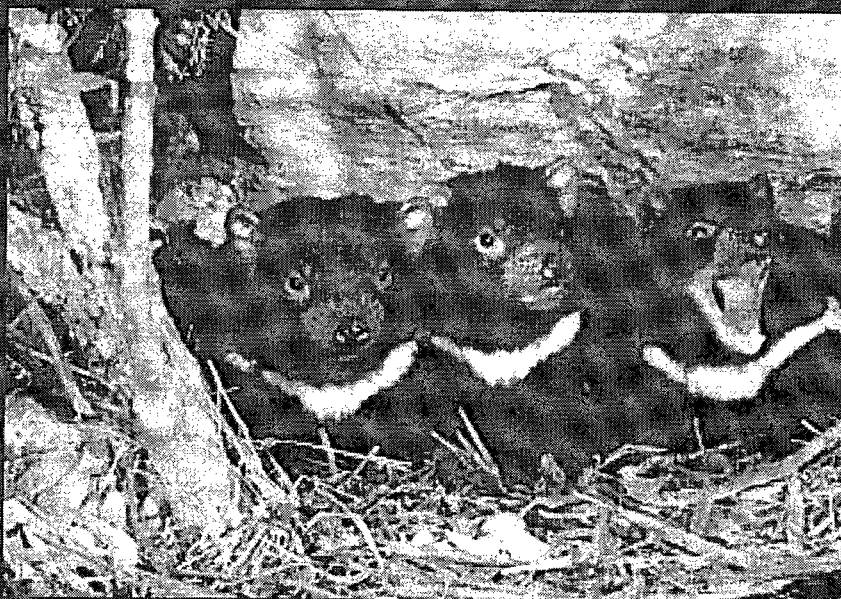
- Stay on King Island and sample its world acclaimed produce
- Visit the world renowned Wineglass Bay in Freycinet National Park
- Explore the dramatic landscapes of Cradle Mountain National Park
- Meet the families who've lived on Flinders Island for generations
- Cruise through the Franklin Gordon Wild Rivers National Park
- View Australia's newest and most contemporary art gallery – MONA
- Stay at some of Tasmania's finest hotels, the Henry Jones Art Hotel, Freycinet Lodge, Cradle Mountain Lodge and Peppers Seaport Resort

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TASMANIA'S WILDLIFE



TASMANIA
Island of Rejuvenation



www.discovertasmania.com
www.wildlifetourism.org.au
www.parks.tas.gov.au

This is a joint production between Tourism Tasmania,
Parks and Wildlife Service and Wildlife Tourism Australia.

For all information on your Tasmanian holiday,
visit www.discovertasmania.com

For information on Tasmania's national parks
and reserves, visit www.parks.tas.gov.au

Wildlife Tourism Australia (WTA) is a
non-profit organisation established to
promote the sustainable development
of a diverse wildlife tourism industry
that supports conservation.

www.wildlifetourism.org.au

All WTA members listed are accredited with
the Tourism Industry Council Tasmania.



To book your Tasmanian holiday,
visit your local Travel Agent or
contact TasTravel on www.tastravel.com.au
or phone 1800 672 169.

TASTRAVEL

When you are in Tasmania you'll find Visitor
Information Centres all around the State.
Look for the sign and you'll find friendly and
knowledgeable staff to make your bookings.



Front cover: A trio of Tasmanian devils; wallaby; platypus

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Sam Denmead, Keiichi Hiki, Dave Watts, Bill Wakefield, Virginia

WILDLIFE TOURISM AUSTRALIA OPERATORS – South region

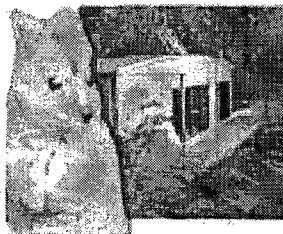
1 | SOMETHING WILD WILDLIFE SANCTUARY



Tasmania's premier wildlife experience. See wild platypus, devils, quolls, koalas, wombats and more. Observe orphan rehab baby animals. Guided ecotours.

2082 Gordon River Road,
National Park
p: +61 3 6288 1013
w: www.somethingwild.com.au

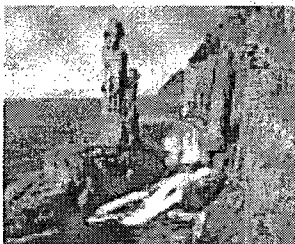
2 | HUON BUSH RETREATS



Self-contained cabins, luxury teepees and campground, 50 minutes south from Hobart. No fences in this extensive private habitat reserve where native animals roam free.

300 Browns Road, Ranelagh
10 minutes from Huonville
p: +61 3 6264 2233
w: www.huonbushretreats.com

3 | BRUNY ISLAND CHARTERS



An unforgettable 3 hour, 50km environmental travel adventure. See towering sea cliffs, spectacular caves, hundreds of seals and abundant wildlife.

907 Adventure Bay Road,
Adventure Bay
p: +61 3 6293 1465
w: www.brunycharters.com.au

4 | INALA NATURE TOURS



Personalised wildlife packages to suit your interests, ranging from accommodation on our Land for Wildlife property to all-inclusive tours.

320 Cloudy Bay Road,
Bruny Island
p: +61 3 6293 1217
w: www.inalabruny.com.au

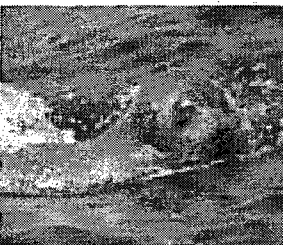
5 | TASMANIAN DEVIL CONSERVATION PARK



Visit Tasmania's oldest wildlife centre and help save the Tasmanian devil. See how we are breeding cancer-free animals and creating a disease-free refuge for wild devils. Open daily.

5990 Port Arthur Highway, Taranna
p: +61 3 6250 3230
w: www.tasmaniandevilpark.com

6 | SEALIFE EXPERIENCE TASMANIA



A 3 hour wildlife adventure to Tasman Island's wild and rugged coastline. Marine life, seals, dolphins, whales, fairy penguins, shearwaters and albatross abound in this ecosystem.

The Blowhole, Eaglehawk Neck
p: 0428 300 303
w: www.sealife.com.au

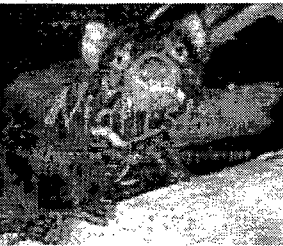
7 | RICHMOND ZOO DOO WILDLIFE PARK



One of the zaniest, hands-on and unusual zoos. Ride the safari bus, feed exotic animals, indoor horse racing and animal nursery.

620 Middle Tea Tree Road,
Richmond
p: +61 3 6260 2444
w: www.zooodoo.com.au

8 | 'NIGHT STALK' ECOTOURS

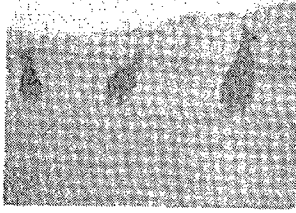


The ultimate 'Behind the Scenes' wildlife experience, with orphaned animals, unique surveillance wildlife cameras and a night stalk amongst our amazing wild animals.

2082 Gordon River Road,
National Park
p: +61 3 6288 1013
w: www.somethingwild.com.au

WILDLIFE TOURISM AUSTRALIA OPERATORS – East/North East region

9 MARIA ISLAND



Maria Island National Park is Tasmania's modern day Noah's Ark with abundant wildlife, convict history and untouched beaches. Enjoy a guided day walk or camp overnight. Not to be missed!!
Daily ferry departs Triabunna 9.30am
p: 0428 666 650
w: www.mariaisland.com.au

10 FREYCINET SEA CRUISES



Cruise to Wineglass Bay or Schouten Island. Experience wildlife in their natural environment, ancient geological architecture and multicultural-flavoured history.
Jetty, Jetty Road
Coles Bay
p: +61 3 6257 0355
w: www.freycinetaucruises.com

11 EAST COAST NATUREWORLD

IN ALL THINGS OF NATURE



THERE IS SOMETHING OF THE MARVEL

Snag wombat

Photo Melissa Friel

Touchy-feely Natureworld Ecopark 'Where the wilderness comes to you.' Devilworld, Nocturnalworld, Birdworld, playground, Flora walk, scenic lookout, restaurant.
Seven kilometres north of Bicheno, towards St Helens
p: +61 3 6375 1311
w: www.natureworld.com.au

12 LAUNCESTON LAKES WILDLIFE PARK

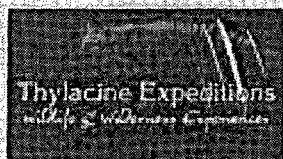


Tassie's newest wildlife park. Home to orphaned devils, native and exotic birds. Many species and native animals to view in natural bush surroundings.

'Devils Heaven'
1166 Ecclestone Road, Riverside
p: +61 3 6396 6100

WILDLIFE TOURISM AUSTRALIA OPERATORS – North/North West region

13 THYLACINE EXPEDITIONS



Wildlife & Wilderness Experiences.
Cradle Mountain & The Tarkine.
Wild Devil Viewing.
Marsupial Madness.
Nocturnal Experience.
Penguin and Platypus Viewing.
Birdwatching.
p: +61 3 6436 2302 m: 0427 546 664
w: www.thylacineexpeditions.com.au

14 STANLEY SEAL CRUISES & DIVE CHARTERS



A spectacular 70min cruise viewing the wholly-protected Australian Fur Seals. Dive among the seals for an unforgettable experience.
Bookings essential.
Fisherman's Dock,
off Wharf Road, Stanley
m: 0419 550 134
w: www.stanleysealcruises.com.au

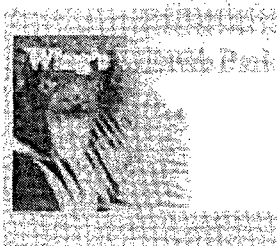
15 GUNNS PLAINS CAVE



Enjoy spectacular shawls, stalactites, stalagmites, and the mysterious helictites. A magical subterranean world. View glow worms and maybe a fresh water lobster or a platypus.

Caves Rd, Gunns Plains
p: +61 3 6429 1388
f: +61 3 6429 1362

16 WING'S WILDLIFE PARK



Wildlife, birds of prey, fish to feed, reptiles, kangaroos, plus more in Tassie's largest wildlife/animal park. Accommodation, café and souvenirs.

137 Winduss Road, Gunns Plains
p: +61 3 6429 1151
w: www.wingsfarmpark.com.au

17 MOUNTAIN VALLEY WILDERNESS HOLIDAYS



Eco retreat in a 'Private Nature Reserve' – platypus, glow worm grotto and forest habitat tours. Night wildlife experiences of devils and quolls in the wild.

1519 Loongana Road Loongana
p: +61 3 6429 1394
w: www.mountainvalley.com.au

18 DEVILS @ CRADLE



A new and innovative – all weather – education and viewing centre.
Open all day – AFTER DARK feeding tours every night.

3950 Cradle Mountain Road
Cradle Mountain
p: +61 3 6492 1491
w: www.devilsatcradle.com

19 LEMONTHYME LODGE



Daily wildlife tours through the temperate rainforest and around Lake Cethana. Night tours, accommodation and meals available. Timeless trails and lasting impressions.

Dolcoath Road,
Off Cradle Mountain Rd, Moina
p: +61 3 6492 1112
w: www.lemonthyme.com.au

20 TROWUNNA WILDLIFE PARK



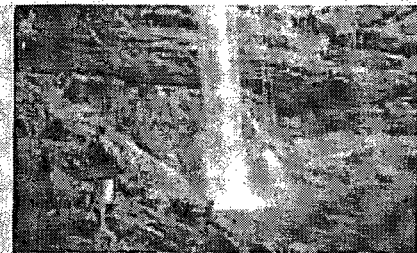
Established in 1979 we offer a unique and unforgettable wildlife experience with educational guided tours daily at 11am, 1pm and 3pm.

1892 Mole Creek Road, Mole Creek
p: +61 3 6363 6162
w: www.trowunna.com.au

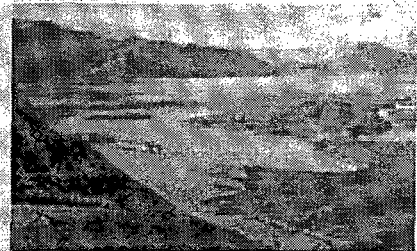
TASMANIA'S NATIONAL PARKS – South region

There are opportunities for possible viewing of the highlighted wildlife at these National Parks.

1 Mt Field National Park has stunning walks through ancient rainforests and tree ferns to spectacular waterfalls including Russell Falls. On the way, watch out for **platypus, pademelons, bandicoots, glow-worms** and other wildlife. Or travel up past the tall trees to the windswept alpine moorlands and enjoy the bird life, including pink robins, White's thrush and the yellow-tailed black cockatoo.



2 Southwest National Park is Tasmania's largest national park, comprising over 600,000 hectares of remote wilderness. Discover the diverse wildlife such as **spotted-tailed quolls** and wedge-tailed eagles amongst wild rivers and jagged mountain ranges, rolling buttongrass plains and silent green rainforest. Melaleuca is the breeding ground of the endangered **orange-bellied parrot** and Bathurst Channel is home to normally deep-living marine life.



3 Hartz Mountains National Park offers enjoyable short strolls through wet eucalypt forest and rainforest, to alpine heath on the exposed mountain tops and to mountain lakes surrounded by ancient King Billy pines. Waterfalls tumble off the dolerite range that runs through the centre of the park and small glacial lakes dot the plateau. Watch for flocks of yellow-tailed black cockatoos or the majestic wedge-tailed eagle soaring above the mountains.



4 South Bruny National Park provides key habitat for threatened species and has a rich birdlife, including hooded plovers and swift parrots. Partridge Island protects a large colony of the endangered forty-spotted pardalote. There are several **short-tailed shearwater** and **little penguin** rookeries. Whales and seals can sometimes be spotted. In the evening see brush-tailed possums and pademelons. Around Fluted Cape lives a population of **white Bennetts wallabies**.



5 Tasman National Park is a place of fantastic landforms and home to a wide range of land and marine animals. Watch for majestic sea eagles, seals and dolphins among some of the most stunning coastal scenery in Australia. Fossick in the tide pools that teem with marine life at the Tessellated Pavement, or chance upon an echidna out for a stroll in the bush.



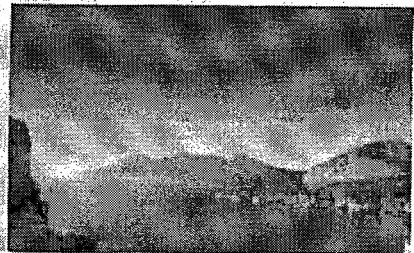
TASMANIA'S NATIONAL PARKS – East/North East region

There are opportunities for possible viewing of the highlighted wildlife at these National Parks.

- 6** **Maria Island National Park** is an island of intriguing historic ruins, spectacular beaches and abundant wildlife. Explore the amazing marine life within the marine reserve or stroll among almost tame groups of Eastern Grey (Forester) kangaroos, common wombats, native hens, Cape Barren geese and Bennetts wallabies as you explore this island jewel. Look out for the 11 species of endemic birds.



- 7** **Freycinet National Park** is a spectacular place of lichen-speckled, granite mountains surrounded by azure bays and white sandy beaches. Look for whales or sea eagles at Cape Tourville lighthouse or surprise a wallaby or echidna as you wander up to the lookout. Moulting Lagoon is a wetland of international significance owing to its diversity of water birds, including black swans.



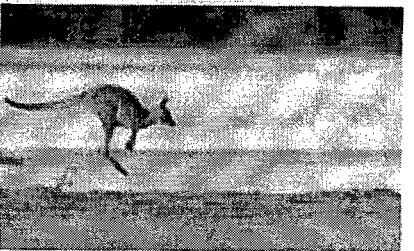
- 8** **Douglas Apsley National Park** has one of the largest uncleared dry eucalypt forests in Tasmania and is home to more than 65 bird species as well as reptiles and mammals. Relax by a tranquil pool or take a walk past gorges and waterfalls and watch for some of the more rare species, including the endangered swift parrot.



- 9** **Ben Lomond National Park**, with its precipitous bluffs and dramatic dolerite columns, is home to a range of special alpine animals and plants. In summer this imposing landscape abounds in alpine wildflowers and is a great place for a chance encounter with some of the shy marsupials such as the Tasmanian pademelon or eastern quoll.



- 10** **Mt William National Park's** dazzling white beaches, turquoise waters and coastal heathland abound with wildlife. At dusk, see browsing common wombats, wallabies and Eastern Grey (Forester) kangaroos. During the day watch for tiny blue wrens or a surprise visit from an echidna. Listen out for the call of the Tasmanian devil late at night.



- 11** **Strzelecki National Park** on Flinders Island is a bird watcher's paradise with 114 recorded species of birds. Many experiences await the traveller. There are lofty granite mountain peaks, sandy white beaches and Logan Lagoon, an international wetlands site and home to important and rare migratory species.



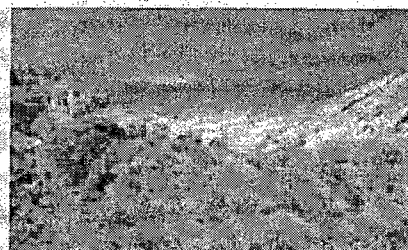
TASMANIA'S NATIONAL PARKS – North/North West region

There are opportunities for possible viewing of the highlighted wildlife at these National Parks.

- 12 **Narawntapu National Park** is rich in both Aboriginal and European heritage and has an abundance of bird and mammal life. In the evening it is a one of the best places to catch a glimpse of some of Tasmania's marsupials, especially **common wombats**, **wallabies** and Eastern Grey (Forester) kangaroos. You might see or hear a wild Tasmanian devil.



- 13 **Rocky Cape National Park** offers a variety of walks, ranging from less than 20 minutes to a full day. These take in Aboriginal rock shelters and caves, scenic hills full of wildflowers and birds, and tranquil beaches, bays and rocky headlands. Rocky Cape is an ideal place for rock pool rambling. The rocky coastline features wonderful pools brimming with multi-coloured seaweeds and delicately patterned starfish.



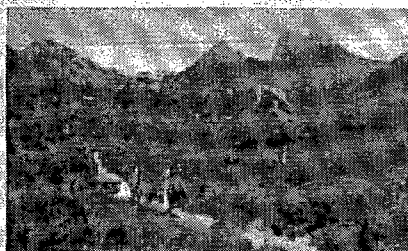
- 14 **Franklin-Gordon Wild Rivers National Park**, set in Tasmania's Wilderness World Heritage Area, is a pristine region of dramatic mountain peaks, temperate rainforest, and spectacular gorges. It protects some of Tasmania's wildest and most unpredictable rivers, including the Franklin. You may see robins, cockatoos, platypus and pademelons as you stroll among the forests.



- 15 **Walls of Jerusalem National Park** is an alpine wilderness exposed to the extremes of Tasmania's weather. Stands of pure pencil pine forest and alpine plants and animals are found on this high plateau of dolerite peaks and glacial moraines, tarns and lakes. The park is inaccessible by road, and there are no facilities for short stop visitors. For experienced bushwalkers this is a chance to see wildlife such as common wombats and quolls in the wilderness.



- 16 **Cradle Mountain-Lake St Clair National Park**, from its iconic peaks of Cradle Mountain to the glacier-carved Lake St Clair, is a World Heritage Area place of ancient forests, buttongrass moorlands and amazing wildlife. Catch a glimpse of a platypus at Lake St Clair or **common wombats** and **pademelons** browsing at Cradle Mountain. If you are camping, watch out for the cheeky possums and currawongs.



- 17 **Mole Creek Karst National Park** protects some of the finest and most visited caves in Tasmania. These limestone caves are home to some intriguing species and include the spectacular glow-worms. You may spot a giant freshwater crayfish or an ancient anaspides shrimp. The surrounding forests are home to spotted-tailed quolls and other marsupials.



TASMANIA'S WILDLIFE



TASMANIA
Island of Rejuvenation

For the last 10,000 years, Tasmania has been a living museum, its ancient marsupials surviving in splendid isolation.

The island supports a variety and abundance of wildlife, although many animals are nocturnal and elusive. A quiet walk at dawn or dusk will reward a patient observer. Encountering a platypus, echidna, quoll, wallaby or Tasmanian devil in the wild is an exciting experience. Other memorable sights include watching wedge-tailed eagles soar on the wind or seeing the amazing spectacle of thousands of short-tailed shearwaters (muttonbirds) returning to their nesting burrows as the sun sets.

All these experiences can be enjoyed as you journey around Tasmania with many opportunities to get up close and personal with Tasmania's unique wildlife.

KEEP OUR WILDLIFE SAFE

Devil Facial Tumour Disease
is threatening our devils. Report any diseased devils to Wildlife Management on 6233 6556.

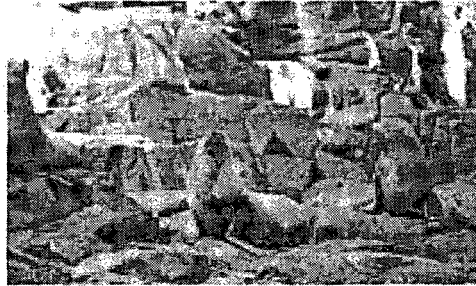
Watch for foxes and report immediately to our 24-hour hotline if you spot one: **1300 FOXOUT** (1300 369 688). Until recently, Tasmania was fox free.

Keep wildlife wild and healthy by not feeding them.

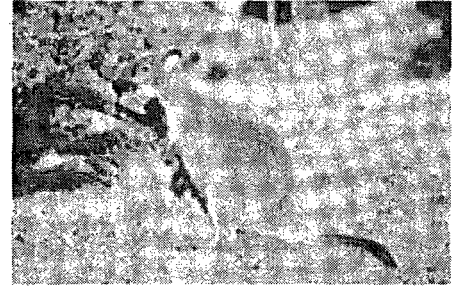
Drive slowly at night or plan your trip for daylight hours. Most of our wildlife is nocturnal.

Report any whale sightings/stranding to the Department of Primary Industries and Water (DPIW) marine hotline: **0427 WHALES** (0427 942 537).

For further detailed information on Tasmania's wildlife, visit www.discovertasmania.com



Australian fur seals



Bennett's wallaby



Wedge-tailed eagle



Tamar Island Wetlands



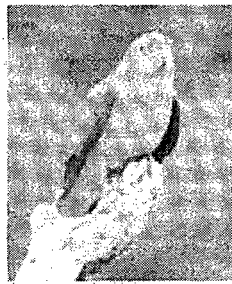
Common wombat



Eastern Grey (Forester) kangaroo



Tasmanian devil



Orange-bellied parrot



Little penguin



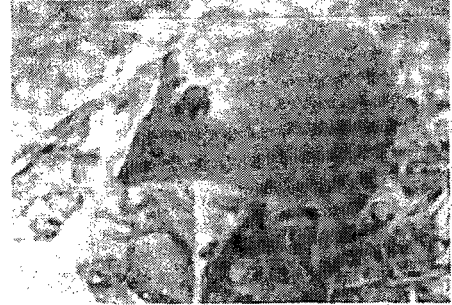
Cape Barren goose



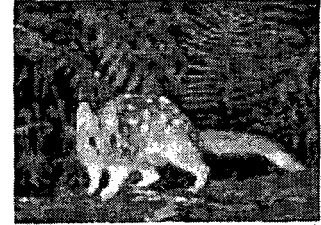
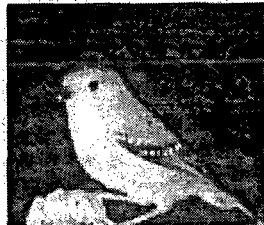
Short-tailed shearwater (September - April)

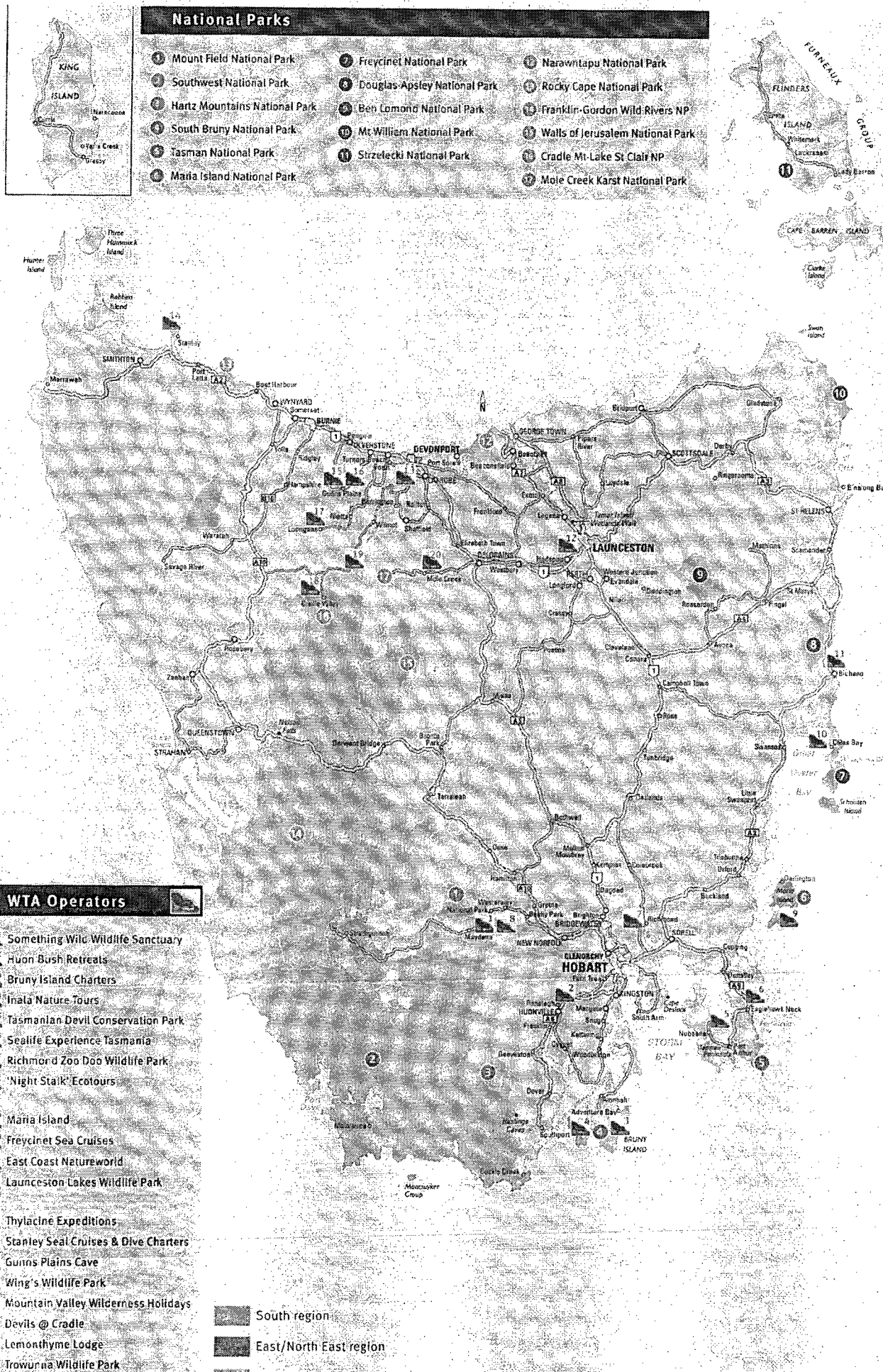


At Mt William National Park



Pademelton





Subject: Toronto Meeting in Cleveland: June 7-8

Hi <Media Contact First Name>,

Tourism Toronto's Media Relations Manager Vanessa Somarriba will be in Cleveland Thursday, June 7 and Friday, June 8 and would love to meet with you to share the new developments in the city for visitors, including:

- The city's continued luxury building boom with the opening of the new Four Seasons flagship and Shangri-La both in August 2012 along with Trump earlier this year,
- The recent opening of the CN Tower "EdgeWalk" at 116 stories above ground for its first complete calendar year (May-October) as the world's highest full-circle, hands-free walk on a five-foot ledge,
- Burgeoning festival and arts scene with Luminato Festival for Creativity & the Arts (June), NXNE Music Festival (June) and Toronto International Film Festival (September), and
- Opening of Ripley's Aquarium of Canada, a \$130-million facility now under construction to open during the summer of 2013, providing a home for thousands of fish in 1.5 million gallons of water.

Any chance you have a free moment for a desk side appointment or coffee?

Best,
Kristen

KRISTEN TEUFEL

Senior Account Executive, Tourism Practice

DEVELOPMENT COUNSELLORS INTERNATIONAL

215 Park Avenue South, 10th Floor, New York, NY 10003

T 212 444 7176 F 212 213 3827 E Kristen.Teufel@aboutdci.com

www.aboutdci.com

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Celebrate Toronto's Historic Harbor

Dear <Name>,

You're invited to make a splash in Toronto June 21 – 25 at the Redpath Waterfront Festival. Experience Toronto's vibrant and historic coastline with maritime fare, performances and breathtaking views of Lake Ontario.

- Relive yesteryear as Harbour Quay transforms into an interactive old port settlement, populated with craftsman, boat builders, sail makers, coopers, and blacksmiths.
- Dine at Toronto's most celebrated restaurants with unparalleled views of the city including 360 Restaurant, STOCK, 180 Panorama Lounge, Toula Ristorante & Bar, and Canoe.
- Set sail on Lake Ontario with The Toronto Brigantine Tall Ships Playfair and Pathfinder. Explore a fleet of sail boats and put your nautical skills to the test as you cruise around Lake Ontario.

Editorial policies permitting, Tourism Toronto will provide economy class airfare, hotel accommodations, itinerary development and attraction passes, as well as transportation and meals.

To reserve your trip, please contact Kristen.Teufel@aboutdci.com. For more information on Toronto, please visit www.seetorontonow.com. Please note there is limited space available. To be considered please RSVP as soon as possible.

We look forward to seeing you in Toronto!

Warm regards,
Kristen

###



Dear <Name>,

You are invited to explore Toronto. Join a planned group press visit or allow Tourism Toronto to design an individual itinerary just for you.

Outlined below are a few timely opportunities:

Toronto International Film Festival (September 5-9, *Group Press Trip*): Film enthusiasts will love this trip surrounding the Toronto International Film Festival, featuring 300+ films from over 60 countries. Visit the TIFF Bell Lightbox, the new permanent home for the festival, housing screening rooms and year-round programming. Sip cocktails with the stars at celebrity favorite spots including the Ritz-Carlton, Toronto, and take to the red carpet with parties, world premieres, and fashion insights to the city.

LGBT Halloweek (October 24-31, *Individual Press Trip*): Halloweek marks a week of ghoulish activities on Church Street, the pulse of Toronto's Queer Village. Festivities include the Devilicious Culinary Festival, Jack-O-Lantern Competition and the grand finale Block Party. Experience dozens of premier LGBT nightlife venues in Toronto's Church Wellesley Gay Village.

Guys' Getaway (November 22-26, *Group Press Trip*): Toronto is an ideal destination for men looking for an escape. Visit the recently revitalize Hockey Hall of Fame, home to the The Stanley Cup and Honoured Member plaques. See what's brewing at Steam Whistle Brewery and cheer on the Buffalo Bills as they touchdown in the Roger Center. Lodge in modern luxury at the nearby Hôtel Le Germain Maple Leaf Square.

Canadiana Holiday (December 6-9, *Individual Press Trip*): Unwrap the perfect holiday in Toronto this year with the scents of season at the charming Lowe's Toronto Christmas Market in the historic Distillery District - complete with reindeer petting zoo, carolers and mulled red wine. See the highly-anticipated holiday displays at The Bay, the country's oldest department store, and Yonge-Dundas Square as the epicenter of Toronto's holiday enchantment and ice skate lakeside at the Harbourfront Centre Natrel Rink.

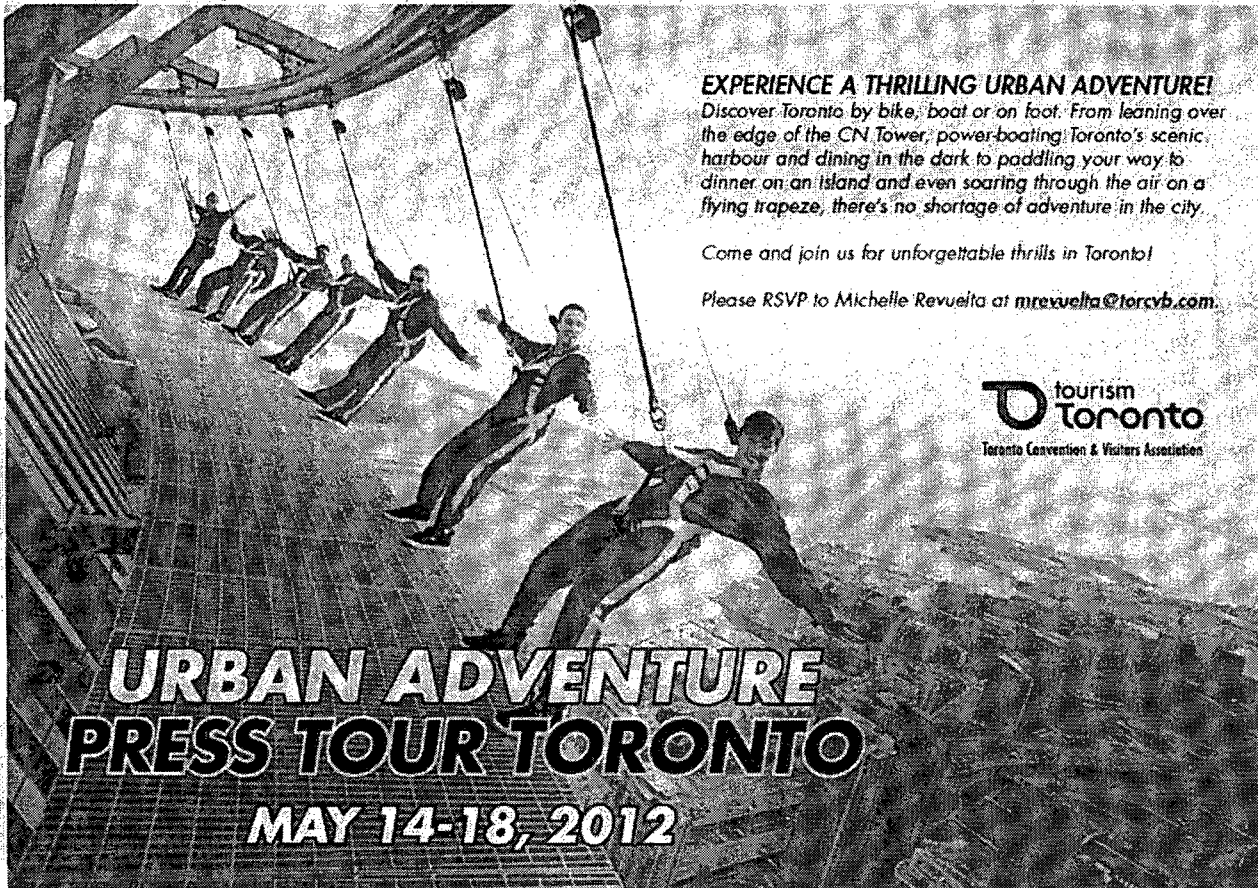
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For more information on Toronto, please visit www.seetorontonow.com.

We look forward to seeing you in Toronto!

Warm regards,
Kristen



EXPERIENCE A THRILLING URBAN ADVENTURE!
Discover Toronto by bike, boat or on foot. From leaning over the edge of the CN Tower, power-boating Toronto's scenic harbour and dining in the dark to paddling your way to dinner on an island and even soaring through the air on a flying trapeze, there's no shortage of adventure in the city.

Come and join us for unforgettable thrills in Toronto!

Please RSVP to Michelle Revuelta at mrevuelta@torcvb.com.

tourism Toronto
Toronto Convention & Visitors Association

**URBAN ADVENTURE
PRESS TOUR TORONTO**
MAY 14-18, 2012

Subject: Toronto Meeting in Cleveland: June 7-8

Hi <Media Contact First Name>,

Tourism Toronto's Media Relations Manager Vanessa Somarriba will be in Cleveland Thursday, June 7 and Friday, June 8 and would love to meet with you to share the new developments in the city for visitors, including:

- The city's continued luxury building boom with the opening of the new Four Seasons flagship and Shangri-La both in August 2012 along with Trump earlier this year,
- The recent opening of the CN Tower "EdgeWalk" at 116 stories above ground for its first complete calendar year (May-October) as the world's highest full-circle, hands-free walk on a five-foot ledge,
- Burgeoning festival and arts scene with Luminato Festival for Creativity & the Arts (June), NXNE Music Festival (June) and Toronto International Film Festival (September), and
- Opening of Ripley's Aquarium of Canada, a \$130-million facility now under construction to open during the summer of 2013, providing a home for thousands of fish in 1.5 million gallons of water.

Any chance you have a free moment for a desk side appointment or coffee?

Best,
Kristen

KRISTEN TEUFEL

Senior Account Executive, Tourism Practice

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T 212 444 7176 F 212 213 3827 E Kristen.Teufel@aboutdci.com

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Terry:

Toronto's arts scene pulsates with a variety of extraordinary live performances and arts displays that take over the city.

Mark your calendars **June 13-17** to experience creativity in the city at its best with the city's annual Luminato International Festival of Creativity and the North by Northeast (NXNE) music festival, sister to the Austin-based SXSW.

Both events celebrate local, national and international artists in the performing arts, music, dance and film. Come experience a nonstop, multi-sensory combustion of endless possibilities in Toronto this summer.

For more information, www.seetorontonow.com. I'll also give you a call later this week to confirm participation.

Thank you!

Kristen

Subject: Ideacity Inspires: Come to Toronto June 14-17

Media Contact First Name:

This summer, make your mark in Toronto – a city that inspires.

Tourism Toronto and the city's luxury hotels invite you to join for an inspiring weekend in this imaginative, cosmopolitan city. Savor the award winning cuisine, become dazzled by the culture and indulge in the lush venues.

You'll also get a taste of Toronto's passion for innovation and creativity at the ideacity conference where the brightest minds converge to share ideas. With 50 presenters, three legendary parties, and a ton of inspiration, 'Canada's Premier Meeting of the Minds' urges attendees to propel boundaries in their perspective field through the innovation of ideas.

Luxury partners include: Four Seasons Toronto, Hotel Le Germain, Intercontinental Yorkville, Shangri-La, Soho Metropolitan, The Hazelton, Ritz-Carlton Toronto, Thompson Toronto, Trump International Hotel & Towers Toronto and Windsor Arms.

For more information, www.seetorontonow.com. I'll also give you a call later this week or early next to confirm participation.

Thank you,
Kristen

KRISTEN TEUFEL

Senior Account Executive, Tourism Practice

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215 Park Avenue South, 10th Floor, New York, NY 10003

T 212 444 7176 F 212 213 3827 E Kristen.Teufel@aboutdci.com

www.aboutdci.com

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Dear Sarah,

Whatever you're into, you can get into it in Toronto!

Mark your calendars **April 26-29** for a fun filled **four-day Toronto** familiarization trip. You will enjoy the excitement of one of 2012's must-see destinations plus enjoy a showcase of fabulous venues, accommodations and exotic culinary creations.

Highlights include newly opened Ritz-Carlton, Toronto and Trump Toronto along with TIFF Bell Lightbox and the Rogers Center; Distillery District chocolate and whiskey tastings and Canadian cooking at its best at Canoe, TOCA and more.

You'll quickly discover that whatever you're into, you can truly get into it in Toronto.

For more information, www.seetorontonow.com. I'll also give you a call later this week to confirm participation.

Thank you!
Kristen

KRISTEN TEUFEL

Account Executive, Tourism Practice

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SUBJECT: Experience the Holidays in Toronto (December 5 – 9 Group Press Trip)

Dear <Name>,

Unwrap the holidays in Toronto December 5–9 during the Tourism Toronto Canadiana Holiday Group Press Trip.

- Engage your senses at the charming Lowe's Toronto Christmas Market in the historic Distillery District - complete with reindeer petting zoo, carolers and mulled red wine.
- Skate lakeside at the Harbourfront Centre Natrel Rink and in the heart of the city at Nathan Phillips Square.
- Experience Yonge-Dundas Square, the epicenter of Toronto's holiday enchantment and witness the highly-anticipated holiday displays at the iconic Holt Renfrew and The Bay, the country's oldest department store.

Editorial policies permitting, Tourism Toronto will provide economy class airfare, hotel accommodations, itinerary development and attraction passes, as well as transportation and meals.

To reserve your trip, please contact Megan.McHale@aboutdci.com. Please note there is limited space available. To be considered please RSVP as soon as possible.

For more information on Toronto, please visit www.seetorontonow.com.

We look forward to spreading holiday cheer with you in Toronto!

Warm regards,
Megan

MEGAN MCHALE

Assistant Account Executive, Tourism Practice

DEVELOPMENT COUNSELLORS INTERNATIONAL

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GUY'S GETAWAY PRESS TRIP

NOVEMBER 22-26, 2012

JOIN US IN TORONTO! Toronto is a mecca for sports, entertainment and overall excitement! Tourism Toronto is hosting a Guy's Getaway Press Trip that highlights all the best that the boys can do together.

From brewery hopping, sports bars, graffiti tours to sporting events such as the 100th annual Grey Cup, Canada's largest annual sporting event, and maybe even a basketball or hockey game, Toronto is a one-stop shop for a brocation!

Please RSVP to Vanessa at vsomarriba@torcvb.com.

Ptourism
Toronto

Toronto Convention & Visitors Association

Culinary Tours

The Culinary Adventure Company

416-565-1730

<http://www.culinaryadventureco.com/>

Food and cultural walking tours, culinary experiences and urban expeditions....The Culinary Adventure Company provides 'adrenaline for foodies'! Discover the city in all its tasty diversity with our guided food tours and adventures from mushroom foraging in city parks to canoe paddling and beach dining. We show both travelers and locals a unique glimpse of Toronto through the view of a professional Chef. Private custom tours and dining experiences also available

Canoe and Beach Dining Adventure (2012 Season) - Tuesday Evenings (May to September) 6:30 to 10:30, \$135/pp + HST

Mushroom Forage and Gourmet BBQ - Sunday, October 7th, 2012) 9:00am to 1:30pm \$50/pp + HST

COMING SOON....The Sammie Shuffle! (Date, Time & Location to be announced) \$50/pp + HST

Little India Food & Cultural Walking Tour (2012) - Every Thursday evening from 6:30 pm to 9:30 pm \$69/pp + HST

Discover Greektown on the Danforth (2012) - Every Saturday from 11:30 am to 2:30 pm \$69/pp + HST

Chef's Tour of 'Little Italy' (2012) - Every Wednesday Night 7:00 pm to 10:30 pm \$149/pp + HST

Walking Food Tour of Riverside / Leslieville (2012 Season)- Every Saturday 11:00 am to 3:00 pm (April through November) \$69/pp + HST

www.culinaryadventureco.com

Tasty Tours

(416) 871-7133

www.tastytourstoronto.com

Tasty Tours takes you on a walk around a Toronto neighbourhood, sampling delicious chocolates, cupcakes and more served up by various stores, while discovering tidbits of sweet history. One of Toronto's favourite sweets walking tours. Visit the website for more info, but try not to drool over the pictures!

Kensington Market Sweets Tour, alternate Sundays at 11:30am

2 hours approx

Tour Size 10 people max

Price \$30 per person , \$10 for kids 7-12 years inclusive, free for kids under 7!

Trinity Bellwoods Chocolate Tour Alternate Saturdays, 4pm

Length of Tour 3 hours approx

Tour Size 10 people max

Walking Difficulty Easy

Price \$35 per person, \$15 for kids 7-12 years inclusive, free for kids under 7!

Chow Bella

647-403-8030

<http://www.chowbellaconcierge.com/>

One of Toronto's premier culinary travel authorities specializing in gastronomic adventures for locals, visitors and corporate clients wishing to experience the city's vibrant culinary offerings in their own unique way. Services include restaurants recommendations and reservations, bespoke travel planning and itineraries, culinary walking tours and much more...

Art and design tasting tour, Sundays at 12:00 p.m.

Price: \$49 + HST. Includes all food samples. Gratuities are not included but always appreciated.

Meeting Point: Corner of Queen Street West and Walnut Avenue (Noce Restaurant is on the corner.)

Chocolate and cheese crawl, Saturdays at 11:00 a.m

Price: \$59 + HST. Includes all food/beverage samples. Gratuities are not included in the price but are always appreciated.

Meeting Point: Tealish, 728 Queen Street West (just east of Claremont Street on the north side of Queen). Look for your guide in the tea room at the back of the store. The easiest way to get to West Queen West is to take the Queen Street streetcar west past Bathurst Street.

Foodies on Foot

<http://www.foodiesonfoot.ca/>

Offering experiences in the Toronto food revolution. Join fellow foodies on food crawls, communal dining experiences, dinner clubs, tours, and chef series events

John S. J. Lee

647-892-4307

Offers culinary neighborhood tours of Chinatown and Kensington Market

Shop the Market at St. Lawrence Market

(416) 392-7120

<http://www.stlawrencemarket.com/events>

Cooking classes that also take you on a food tour with the chef leading the class. The tour takes you the market as you learn about the vendors and shop for the ingredients for the dish you are about to prepare.

Elaine Glusac, Celebrated Living

60-Minute Walking Tour with Photos for a Group of up to Six

LiveToronto's guides let groups of families and friends select destinations for three of their tour's four phases. During the first section, guides might spout facts about City Hall or the Four Seasons Centre for the Performing Arts. The tour's second phase lets groups weave between Union Station's concrete pillars, and the third phase explores destinations such as the base of the CN Tower. All tours culminate at Toronto's waterfront, where families and friends can watch boats or begin new lives as submarines. Guides also double as personal photographers and snap unlimited photos throughout the walking adventure, which they edit and email to customers by the end of the day.

LiveToronto

How tall is the CN tower? When was Old City Hall constructed? How many pucks were used as insulation for the Hockey Hall of Fame? The answers to these questions and countless others reside within the brains of LiveToronto's tour guides. Playing the dual roles of narrator and photographer, each guide leads groups on walking tours that explore a customized lineup of destinations. Tourists can strike poses for the camera beneath the 533-metre CN Tower or belt their favourite opera song next to Massey Hall's famous red doors, which have welcomed countless musicians since 1894. LiveToronto includes unlimited photos with all tours, which staffers edit and email directly to sightseers' memories.

Le Dolci

Two of our Halloween themed classes which I think would make great family events for possible submission to the US based travel writer looking for these types of activities.

On **Sunday, October 21st** Le Dolci is offering a Halloween themed cake pop class and on **Friday, October 26th and Saturday, October 27th** we are offering a Halloween themed Introduction to Cupcake Decorating class. Our classes are fun, hands on and interactive. In each of these two hour classes we provide all the instruction and materials necessary for all our participants to create their own Halloween themed treats. The only thing you have to bring is your creativity!

The best part of the class is that at the end all our participants get to take home everything that they made and Le Dolci get to take care of all the mess and clean up!

Here at Le Dolci we teach people how to make and decorate delicious treats like Parisian macarons, cupcakes, cake pops, mini fondant wedding cakes and host foodie trips to our favourite destinations in the world. We just wrapped up this year's trip where we hosted a lovely group in the magical city of Paris. We also host private parties for birthdays for both adults and kids, bachelorettes/stagettes, baby

and bridal showers and corporate and team building events including our signature Iron Cupcake Challenge. We also customize cupcakes and specialty cakes for corporate functions or special occasions.

For more information on Le Dolci and what we do please visit www.ledolci.com

about Peller Estates Intense Icewine Weekend: A Boot Camp for Bon Vivants.

Hosted by Winemaker Katie Dickieson alongside Winery Chef and CityLine personality Jason Parsons, this weekend is designed to awaken the palate of this year's recruits with two days of Icewine and food focused activities. Over the two days, participants will eat and sip through 16 Icewine inspired courses, taste over 25 Icewines and press Icewine grapes just picked from the vine.

Held January 19 and 20, 2013, this event is \$895 per couple or \$550 per person, exclusive of taxes and gratuities. This price includes one night's accommodation, transportation on Saturday, two lunches, one dinner, an immense amount of Icewine and an exceptionally memorable Icewine weekend.

We're confident that a feature story on this once in a lifetime experience would greatly appeal to Celebrated Living Magazine's high-end readers.

If you require any more information or are interested in speaking with either Katie Dickieson or Chef Parsons, please do not hesitate to contact me.



Toronto Convention & Visitors Association

How to TIFF: September 6-16

Dear XXX,

Loaded with big name talent and even bigger prestige, the Toronto International Film Festival is the world's largest public film fest in the world showing over 350 titles, held this year September 6-16.

Show viewers how to "TIFF like a star" when Hollywood takes over the streets of Toronto and embraces the exotic city to the north:

Oscar-Winning Dining: Buca, ONE Restaurant, Sassafraz

Signature Stays: Few spaces are as glamorous as the Thompson Toronto with its rooftop infinity pool providing the best view of Toronto's skyline, Ritz-Carlton Toronto, Trump Toronto, Fairmont Royal York.

Celeb Shopping: Holt Renfrew, Whole Foods, George C

Interviews available with TIFF Co-Director and culture connoisseur Cameron Bailey upon request.

Best,
Kristen

KRISTEN TEUFEL

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###

SEGMENT IDEA

**Toronto Chef Shucks Oysters Fastest in World
Celebrating Oyster Season Fall 2012**

September kicks off oyster season, lasting through mid-December. World-class chef Patrick McMurray – the world's fastest oyster shucker opening 33 in 60 seconds – is available for booking the months of September, October and November to treat your viewers to a fun and delicious lesson of how to shuck and cook oysters in their own kitchens in world class style.

Be sure to check out his bios and TV appearances listed below. This proven television personality is guaranteed to delight your audience:

Chef/Owner Patrick McMurray of Toronto's Starfish Oyster Bar & Grill

Patrick is the Guinness Book of World Records Champion for Most Oysters Shucked in One Minute, Winner of World Oyster Opening Championship and Four-Time Canadian Champion.

Segment Ideas include:

- Timing the world's fastest oyster shucker on camera to beat his Guinness World Record before cooking the oysters in an "early fall" recipe
- Oyster dishes as an aphrodisiac for viewers looking to "cook their way" into the hearts of a new relationship

Chef bio: www.starfishoysterbed.com/about/patrick-mcmurray

On camera experience: www.youtube.com/watch?v=gazTnoaul2Y

I'll follow up with you tomorrow if I don't hear from you beforehand.

Kristen Teufel

Media Relations /Development Counsellors International
(212) 444-7176 direct desk
Kristen.Teufel@AboutDCI.com

Toronto Pitching Personalities

CULINARY

Patrick McMurray: Armed with more than 10 years of practice and custom-made knives, Patrick is one of the fastest oyster shuckers in the world. He has won the World Oyster Opening Championship held in Ireland and is a four-time Canadian champion. On a quest for excellence and a new challenge, Patrick also holds the current Guinness Book of World Records for most oysters shucked in 1 minute (33 in total), televised on Christine Cushing Live.

In September 2007, Patrick published his first book, *Consider The Oyster-A Shucker's Field Guide*. The book is now available for purchase at most major book stores and at the restaurant.

- Oyster season officially starts in September (May-August spawning season)
- Idea could be to prolong summer and enjoy oysters during their prime, have Patrick on show to talk about oysters
- The bivalves are available all year, but they're best eaten in the colder months from September to April. While a long-standing myth says oysters should not be eaten during months that do not contain an "R" (May through August), oysters generally are thin in the summer because they devote their energy to reproducing.

Paul Brahns: Paul Brans received his Culinary Management diploma from George Brown College and moved to London, England shortly afterward. In London, he worked as a general manager and chef at various restaurants and clubs for 20 years. He moved to Mexico in 2004 and opened his own restaurant, Zocalo Restaurant and Lounge Bar. Prior to his appointment as Chef de Cuisine at O&B Canteen, Paul worked at Canoe as a cook for nearly three years before his promotion as the Product Development Chef for our Oliver & Bonacini Café Grill concept. In 2010, Paul led the opening of O&B Canteen in the TIFF Bell Lightbox, where he remained as Chef de Cuisine until appointed Opening Chef of Bannock.

- Canadian Thanksgiving (Bannock focuses on Canadian comfort food), Canadian Thanksgiving is Monday, October 8

Donna Dooher: A chef, cookbook author and restaurateur, Donna Dooher is one of North America's leading advocates of the rewards and entertainment value of hands on cooking. With her 25 years of experience as a chef, partner of Toronto's Mildred Pierce Restaurant, founder of The Cookworks cooking studio and as a television personality, Dooher has been a trailblazer in enabling people to discover their inner chef.

Dooher, originally from Ottawa, Canada, trained in Culinary Arts at Algonquin College and has completed the University of Guelph's Hospitality Manager's Development Course. She is married to Kevin Gallagher, her Mildred Pierce business partner and the father of their two children. In her spare time, Donna is an accomplished motorcyclist.

Dooher encourages participants in her classes to think and cook like chefs, while exposing students to the camaraderie of cooking together and celebrating a job well done. Her approachable, entertaining style of instruction – peppered with lots of good humour – has helped thousands of corporate and individual clients unlock their culinary creativity.

- Valentine's Day cooking ideas? Her personal motto is 'Cook with Love and Reckless Abandon' A chef, cookbook author and restaurateur, Donna Doohar is one of North America's leading advocates of the rewards and entertainment value of hands on cooking.

ARTS/CULTURE

Betty Ann Jordan: Join cultural concierge Betty Ann Jordan as she leads the ultimate insider's tour of West Queen West. Discover art, architecture, and the secret spots and neighbourhood gems only a knowledgeable local could show you. Along the way, Betty Ann will introduce you to gallerists, artists, and local characters. Whether you frequent Queen West regularly or it's your first time visiting you'll enjoy this one-of-a-kind tour with equal parts art lesson, gossip session and peek inside Toronto's Art and Design district.

A professional arts journalist who trained as an artist, Betty Ann Jordan writes freelance feature articles and reviews as well as authoring a monthly Artist File column for Canadian House and Home magazine. Her articles and columns have appeared in Toronto Life, Where Toronto, Essential Toronto, Azure, Toronto (November 2008), The Globe and Mail, The National Post, American Style, Canadian Art, Art News, Fashion, Elm Street, and many other periodicals.

Video: <http://www.youtube.com/watch?v=ej-tuZRDxMw>

Frank Gehry: Gehry's best-known works include the titanium-covered Guggenheim Museum in Bilbao, Spain; MIT Stata Center in Cambridge, Massachusetts; Walt Disney Concert Hall in downtown Los Angeles; Experience Music Project in Seattle; Weisman Art Museum in Minneapolis; Dancing House in Prague; the Vitra Design Museum and MARTa Museum in Germany; the Art Gallery of Ontario in Toronto; the Cinémathèque française in Paris; and 8 Spruce Street in New York City.

XXX:

Join us November 22-26, 2012, for the ultimate Guy's Getaway highlighting the best boys can do together in Toronto! From brewery hopping and sports bar touring to insider tours and world-class sporting events, Toronto is mancation mecca.

- Sample draft brews through the city on the Old Toronto Beer Tour exploring the culture and history of Toronto and its rich brewing heritage, explore The Ballroom, downtown Toronto's place to eat, drink, and bowl, boasting outstanding eats from top chefs, and learn the ins and outs of tagging on Toronto's Graffiti Tour.
- Visit the Hockey Hall of Fame, permanent home of the Stanley Cup, and the official Molson Canadian Hockey House. Also, get a chance to chow down on arguably the best wings and nachos in the city at Wayne Gretzky's Restaurant while following all the games on their 20 HD flat screens.
- Witness first-hand Sean Connery's Anthony Sinclair overcoat and other legendary memorabilia at the James Bond Exhibit, Designing 007 - Fifty Years of Bond Style, celebrating the monumental 50th anniversary of the world's most iconic movie brand.
- Get rowdy at Canada's largest annual sporting event, the 100th Grey Cup, the championship event of the Canadian Football the Rogers Center, one of the most dynamic and versatile entertainment centers in the world.

Tourism Toronto will provide economy class airfare, hotel accommodations, itinerary development and attraction passes, transportation and meals.

To reserve your trip, please contact Kristen.Teufel@aboutdci.com. Please note there is limited space available; to be considered please RSVP as soon as possible.

Best,
Kristen

KRISTEN TEUFEL

Senior Account Executive, Tourism Practice

DEVELOPMENT COUNSELLORS INTERNATIONAL

215 Park Avenue South, 10th Floor, New York, NY 10003

T 212 444-7176 F 212 213 3827 E Kristen.Teufel@aboutdci.com

www.aboutdci.com

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<Name>,

You are invited to explore Toronto. Join a planned group press trip or allow Tourism Toronto to design an individual itinerary crafted specially for you.

Outlined below are a few timely opportunities:

Toronto International Film Festival (September 5-9, *Group Press Trip*): Film enthusiasts will love this trip surrounding the Toronto International Film Festival, featuring 300+ films from over 60 countries. Visit the TIFF Bell Lightbox, the new permanent home for the festival, housing screening rooms and year-round programming. Sip cocktails with the stars at celebrity favorite spots including the Ritz-Carlton, Toronto, and take to the red carpet with parties, world premieres, and fashion insights to the city.

Scotiabank Nuit Blanche (September 28-October 1, *Individual Press Trip*): For a Nuit Blanche or "Sleepless Night" to remember, celebrate from sunset to sunrise on September 29th, when "high art" becomes accessible to the masses via art exhibits, live performances, and creative programs by way of public spaces and street performances. Catch up on your beauty rest at Toronto's new luxury accommodations and explore the city's booming art and culinary scenes.

LGBT Halloweek (October 24-31, *Individual Press Trip*): Halloweek marks a week of ghoulish activities on Church Street, the pulse of Toronto's Queer Village. Festivities include the Devilicious Culinary Festival, Jack-O-Lantern Competition and the grand finale Block Party. Experience dozens of premier LGBT nightlife venues in Toronto's Church Wellesley Gay Village.

Guys' Getaway (November 22-26, *Group Press Trip*): Take a "brocation" to Toronto to visit the recently revitalized Hockey Hall of Fame, home to the The Stanley Cup and Honoured Member plaques. See what's brewing at Steam Whistle Brewery and cheer on the Buffalo Bills as they touchdown in the Roger Center. Lodge in modern luxury at the nearby Hôtel Le Germain Maple Leaf Square.

Canadiana Holiday (December 5-9, *Individual Press Trip*): Unwrap the perfect holiday in Toronto this year with the scents of season at the charming Lowe's Toronto Christmas Market in the historic Distillery District - complete with reindeer petting zoo, carolers and mulled red wine. See the highly-anticipated holiday displays at The Bay, the country's oldest department store, and Yonge-Dundas Square as the epicenter of Toronto's holiday enchantment and ice skate lakeside at the Harbourfront Centre Natrel Rink.

New Openings (Ongoing, *Individual Press Trip*): Toronto welcomed bounty of new and highly coveted openings in 2012. Experience world class hospitality firsthand at Toronto's newest luxury accommodations including the flagship Four Seasons, Shangri-La, and Trump Hotel. Savor meals from newly opened and foodie approved restaurants including Café Boulud, Momofuku Noodle Bar, and Momofuku Daisho. Be inspired by the new highly anticipated Art Gallery of Ontario exhibit, Frida & Diego: Passion, Politics and Painting, featuring 75 works by Frida Kahlo and Diego Rivera.

Editorial policies permitting, Tourism Toronto will provide economy class airfare, hotel accommodations, itinerary development and attraction passes, as well as transportation and meals.

To reserve your trip, please contact Megan.McHale@aboutdci.com. Please note there is limited space available for each opportunity. To be considered please RSVP as soon as possible.

For more information on Toronto, please visit www.seetorontonow.com.

We look forward to seeing you in Toronto!

Warm regards,
Megan

MEGAN MCHALE

Assistant Account Executive, Tourism Practice

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215 Park Avenue South, 10th Floor, New York, NY 10003

☎ 212 444 7135 F 212 213 3827 E megan.mchale@aboutdci.com

www.aboutdci.com

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###

<Name>:

Welcome to Toronto & TIFF!

We're pleased to have you in our city during the Toronto International Film Festival. As you enjoy the festival and all the city has to offer please know we're here to serve as a resource for you.

Upon request we can provide assistance with: broll, images, interviews, restaurant and attraction recommendations, attraction passes, etc.

Enjoy your visit and we look forward to connecting with you.

For more information contact:

Michelle Revuelta, @MichRevuelta
mrevuelta@torcyb.com

Maureen Haley, @MaureenHaley
mhaley@aboutdci.com

SUBJECT: Event Reminder: Tonight Tourism Toronto at City Winery Tomorrow

We look forward to seeing you tomorrow evening:

Tuesday, October 2, 6:00 – 9:00 PM

City Winery

1200 W. Randolph Street

Chicago, IL 60607

www.citywinery.com/chicago

The celebration will be one to remember: seeing, tasting, and hearing the latest and greatest updates on Toronto with an evening of fun and friends.

Event hosted by Tourism Toronto. For more information, go to www.seetorontonow.com.

###

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Maureen Haley

Account Supervisor, Tourism Practice

DEVELOPMENT COUNSELLORS INTERNATIONAL

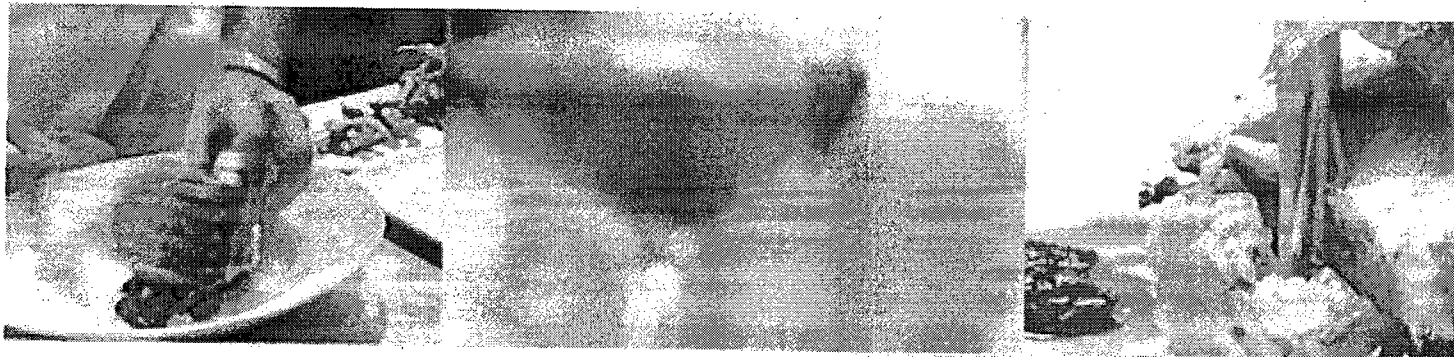
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O 212 444 7145 F 212 213 3827 T @MaureenHaley

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friends of TORONTO TASTING

TUESDAY, OCTOBER 2, 2012

Toronto takes the Windy City by storm as Tourism Toronto's media mavens invite you as a "friend of Toronto," to an exclusive evening celebrating the best of the city.

The Toronto Tasting will feature two of the city's top chefs: Executive Chef Michael Smith of the Gladstone Hotel, a renowned historic Victorian-turned Art Hotel in the eclectic neighbourhood of West Queen West and Patrick McMurray, owner of Star Oyster Bed & Grill and the World's Fastest Oyster Shucker!

You are invited to taste, see and hear the latest and greatest updates on Toronto as we treat you to an evening of fun, friends and food – right in your very own backyard.

Location: City Winery, 1200 W. Randolph Street, Chicago, IL 60606

www.citywinery.com/chicago

Time: 6:00pm to 9:00pm

Please RSVP to Toronto@aboutdci.com or 212-444-7135 by September 21, 2012

Invitation admits one member of the media and is non-transferable.

Subject: 5 Reasons to RSVP: Tuesday, 10/2 "Friends of Toronto" Event

<First Name>:

If you're still looking for a reason to join us for the Friends of Toronto event on Tuesday, October 2, here's five:

1. Indulge in the city's continued luxury boom with opening of the Trump (January 2012), new Four Seasons flagship (October 2012) and Shangri-La (October 2012),
2. Sample Toronto's renowned culinary fare with a tasting dinner prepared by the Gladstone Hotel's Chef Michael Smith and World's Fastest Oyster Shucker and Starfish Oyster Bar & Grill owner Patrick McMurray,
3. Explore emerging culinary hotspots like Daniel's Café, d bar and Momofuku, all opening this year,
4. Learn about Toronto's calendar of festivals and events for 2013 including Doors Open Toronto (May), Luminato Festival for Creativity & the Arts (June), NXNE Music Festival (June) and Toronto International Film Festival (September),
5. Here's just one more—the opportunity to reconnect over good food, wine and conversation with the Tourism Toronto team.

Event Details:

Tuesday, October 2

6:00 – 9:00 PM

City Winery

1200 W. Randolph Street

Chicago, IL 60607

www.citywinery.com/chicago

Don't delay: RSVP to Toronto@aboutdci.com or 212-444-7135.

Event hosted by Tourism Toronto. For more information about the city, please visit www.seetorontonow.com.

Invitation admits one member of the media and is non-transferable.

Maureen Haley

Account Supervisor, Tourism Practice

DEVELOPMENT COUNSELLORS INTERNATIONAL

215 Park Avenue South, 10th Floor, New York, NY 10003

O 212 444 7145 **F** 212 213 3827 **T** @MaureenHaley

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Subject: Last Chance to RSVP: 10/2 Friends of Toronto Event

<First Name>:

There's still time to RSVP to the Friends of Toronto event on Tuesday, October 2.

Learn about what's new in the rising "Capital of Cool" and enjoy a tasting dinner prepared by Executive Chef Michael Smith of the Gladstone Hotel and Patrick McMurray, owner of Starfish Oyster Bed & Grill and the World's Fastest Oyster Shucker.

Event Details:

Tuesday, October 2

6:00 – 9:00 PM

City Winery

1200 W. Randolph Street

Chicago, IL 60607

www.citywinery.com/chicago

Don't delay: RSVP by Friday, September 28 to Toronto@aboutdci.com or 212-444-7135.

Event hosted by Tourism Toronto. For more information about the city, please visit www.seetorontonow.com.

Invitation admits one member of the media and is non-transferable.

Maureen Haley

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Subject: Save the Date: Friends of Toronto Tasting Tuesday, October 2

Hi {{(Media Contact First Name)}},

Toronto takes the Windy City by storm on Tuesday, October 2, as Tourism Toronto's media mavens invite you, as a "friend of Toronto," to an exclusive evening celebrating the best of Toronto.

You will learn more about Canada's largest city as it currently explodes at the seams with top-notch dining, luxury hotels, a thriving arts scene and distinct neighborhoods.

You are invited to taste, see and hear all the latest and greatest as we treat you to a night of fun, friends and food – right in your very own backyard!

Invitation to follow.

Maureen Haley

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Toronto takes the Windy City by storm, **Tuesday, October 2** as Tourism Toronto's media mavens invite you, as a "friend of Toronto," to an exclusive evening celebrating the best of the city.

The Toronto Tasting will feature two of the city's top chefs: Executive Chef Michael Smith of the Gladstone Hotel, a renowned historic Victorian-turned Art Hotel in the eclectic neighbourhood of West Queen West and Patrick McMurray, owner of Starfish Oyster Bed & Grill and the World's Fastest Oyster Shucker!

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Tuesday, October 2

6:00 – 9:00 PM

City Winery

1200 W. Randolph Street

Chicago, IL 60607

www.citywinery.com/chicago

Please RSVP to Toronto@aboutdci.com or 212-444-7135 by September 18, 2012.

Invitation admits one member of the media and is non-transferable.

Maureen Haley

Account Supervisor, Tourism Practice

DEVELOPMENT COUNSELLORS INTERNATIONAL

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O 212 444 7145 **F** 212 213 3827 **T** @MaureenHaley

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Toronto

UNLEASH YOUR INNER JAMES BOND

JOIN US
OCT. 25-28, 2012

A Toronto adventure of elegant proportions
awaits you.

Your mission: to sample one of the hottest destinations
of 2012, the perfect setting for a spectacular meeting
and to indulge in our renowned hospitality.

You'll also enjoy the North American premier of
Designing 007: 50 Years of Bond Style, a unique
exhibition at TIFF Bell Lightbox, showcasing the
world's most iconic movie brand and its influence
on art, music, lifestyle, automotive design, travel,
technology and fashion.

Tourism Toronto along with our Luxury Collection
of Hotels invites you to experience Toronto like
never before.

Please [Click Here](#) to RSVP by September 28, 2012.

FOUR SEASONS TORONTO | HÔTEL LE GERMAIN TORONTO | HÔTEL LE GERMAIN MAPLE LEAF SQUARE
INTERCONTINENTAL TORONTO YORKVILLE | LE MERIDIEN KING EDWARD | PARK HYATT TORONTO | SHANGRI-HA TORONTO
SOHO METROPOLITAN | THE HAZETON | THE RITZ CARLTON TORONTO | THE THOMPSON TORONTO

FORE!

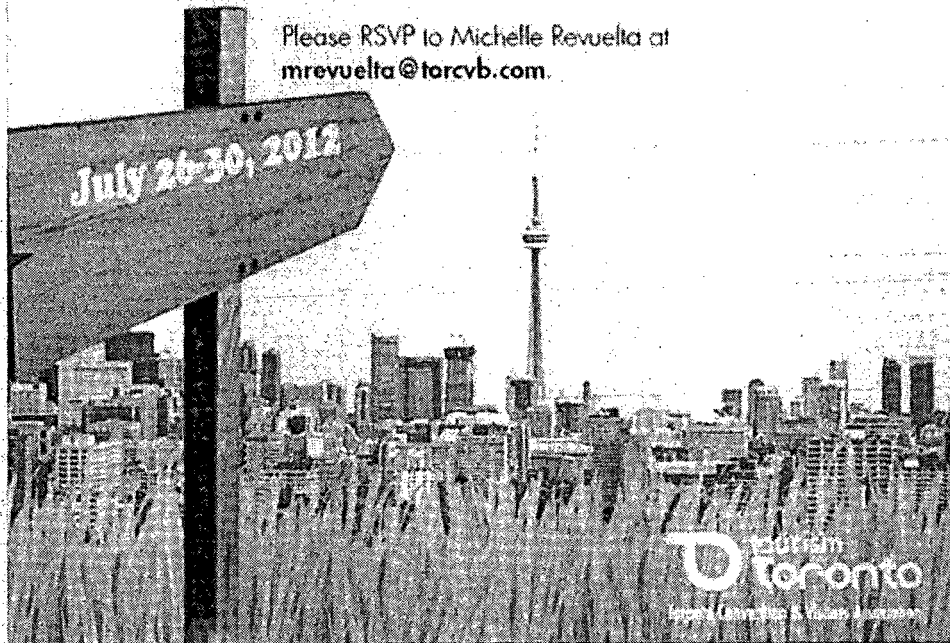
GOLF THE GREENS IN TORONTO PRESS TOUR
July 26-30, 2012

This summer, take a swing at Toronto's best championship-quality golf courses and be among the pros at the RBC Canadian Open.

Golf enthusiasts have an abundance of extraordinary greens to choose from, as Toronto has the highest ratio of golf courses per capita in North America! Toronto's world-class golf courses have attracted some of the PGA's most talented players.

Come join us for the ultimate golf experience.

Please RSVP to Michelle Revuelta at
mrevuelta@torcvb.com.





JUNE 14-17, 2012

Toronto

A CITY THAT INSPIRES

Tourism Toronto and our Luxury Hotel partners invite you to join us for an inspiring weekend in our imaginative, cosmopolitan city. Savour our award winning cuisine, be dazzled by our culture and indulge in our lush venues.

You'll also get a taste of Toronto's passion for innovation and creativity at the **ideacity** conference where the brightest minds converge to share ideas.

Enjoy transportation and accommodations for you, compliments of Tourism Toronto and our Luxury Collection of Hotels.

Please **click here** to RSVP by Monday, May 14, 2012.

FOUR SEASONS TORONTO | HÔTEL LE GERMAIN | HÔTEL LE GERMAIN MAPLE LEAF SQUARE
INTERCONTINENTAL YORKVILLE | LE MERIDIEN - KING EDWARD | PARK HYATT | SHANGRI-LA
SOHO METROPOLITAN | THE HAZELTON | THE RITZ CARLTON TORONTO | THE THOMPSON TORONTO
TRUMP INTERNATIONAL HOTEL & TOWER TORONTO | WINDSOR ARMS